

Mutual Co-Branding Business Partnership Agreement

1. Introduction

This Mutual Co-Branding Business Partnership Agreement ("Agreement") is entered into on this ___ day of _____, 20__, by and between:

- **Company A:** [Full Legal Name], located at [Address]
- **Company B:** [Full Legal Name], located at [Address]

Collectively referred to as the "Parties".

2. Purpose

The Parties hereby agree to collaborate in a mutual co-branding partnership to promote each other's products and/or services, aiming to increase brand awareness and mutual business growth.

3. Scope of Collaboration

- Co-branded marketing campaigns, including print and digital media.
- Joint events, promotions, or sponsorships.
- Cross-promotion on official social media and websites.
- Sharing of marketing materials with joint branding.

4. Term

This Agreement shall commence on the above effective date and remain in effect for a period of [__] months/years, unless terminated earlier by either Party with [__] daysâ€™ written notice.

5. Obligations of Each Party

- Each Party shall use its own resources to participate in the agreed marketing activities.
- Neither Party may use the otherâ€™s branding outside the scope of this Agreement without written consent.
- Each Party is responsible for its own expenses unless otherwise specified in writing.

6. Confidentiality

The Parties agree not to disclose any confidential information obtained during the course of this partnership to any third party without prior written consent.

7. Intellectual Property

Each Party retains all rights to their intellectual property. Any use of mutual branding requires prior approval in writing.

8. Termination

This Agreement may be terminated by either Party with [__] daysâ€™ written notice. All co-branded activities shall cease upon termination.

9. Miscellaneous

- This Agreement does not form a joint venture or legal partnership.
- The Agreement is governed by the laws of [Jurisdiction].
- Amendments or modifications must be made in writing and signed by both Parties.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the date first written above.

Authorized Signature

Company A

Date: _____

Authorized Signature

Company B

Date: _____