

# Shared Branding Rights and Responsibilities Agreement

This Shared Branding Rights and Responsibilities Agreement ("Agreement") is entered into as of \_\_\_\_\_ (the "Effective Date"), by and between:

**Party A:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Party B:** \_\_\_\_\_

**Address:** \_\_\_\_\_

Each a "Party" and collectively the "Parties".

## 1. Shared Branding Purpose

The Parties agree to collaborate and share resources relating to the joint promotion, co-branding, and representation of their respective brands for the purpose of \_\_\_\_\_.

## 2. Rights Granted

- Each Party grants the other a non-exclusive, royalty-free right to use its brand assets, including but not limited to trademarks, logos, and slogans, solely in connection with the collaboration as defined in this Agreement.
- Use of brand assets must adhere to the branding guidelines provided by each Party.

## 3. Responsibilities

- Each Party agrees to obtain prior written approval from the other for all materials bearing the other Party's branding.
- Both Parties will ensure accuracy and proper representation of each other's brand in any promotional or public materials.
- Any expenses relating to shared branding efforts will be managed as follows:

\_\_\_\_\_.

## 4. Term and Termination

- This Agreement shall commence on the Effective Date and continue until \_\_\_\_\_ unless terminated earlier by either Party upon \_\_\_\_\_ days' written notice.
- Upon termination, each Party will cease using the other's brand assets and return or destroy all materials containing such assets.

## 5. Miscellaneous

- This Agreement does not create a joint venture, partnership, or employment relationship between the Parties.
- This Agreement represents the entire understanding between the Parties regarding shared branding rights and responsibilities.
- Any amendments to this Agreement must be in writing and signed by both Parties.

\_\_\_\_\_  
Party A Signature

Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

\_\_\_\_\_  
Party B Signature

Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_