

# STRATEGIC CO-BRANDING COLLABORATION AGREEMENT

This Strategic Co-Branding Collaboration Agreement ("Agreement") is entered into as of **[Date]** by and between **[Company A Name]**, located at **[Company A Address]** ("Company A"), and **[Company B Name]**, located at **[Company B Address]** ("Company B").

Company A and Company B are referred to collectively as the "Parties" and individually as a "Party."

## 1. PURPOSE

The Parties wish to collaborate on a strategic co-branding initiative involving **[Project/Product/Service Description]**, leveraging both brands for mutual benefit as described below.

## 2. SCOPE OF COLLABORATION

- The Parties agree to jointly promote and develop **[Project/Product/Service]**.
- Responsibilities and contributions of each Party are detailed in **Schedule A** (attached).
- Any modifications must be made in writing and signed by both Parties.

## 3. CO-BRANDING GUIDELINES

- Both Parties agree to adhere to each other's brand guidelines as outlined in **Schedule B**.
- All materials bearing both brands require prior written approval of both Parties.

## 4. INTELLECTUAL PROPERTY

- Each Party retains ownership of its respective trademarks, trade names, logos, and copyrights.
- No Party acquires rights to the other's IP except as expressly stated in this Agreement.

## 5. CONFIDENTIALITY

- The Parties agree to keep confidential all proprietary information exchanged during the collaboration.
- This obligation survives termination of the Agreement.

## 6. TERM & TERMINATION

- This Agreement commences on **[Start Date]** and continues until **[End Date/Termination Conditions]**.
- Either Party may terminate upon **[Notice Period, e.g. 30 days' written notice]**.

## 7. MISCELLANEOUS

- This Agreement constitutes the entire understanding between the Parties.
- Any amendments must be in writing and signed by both Parties.
- This Agreement is governed by the laws of **[Jurisdiction]**.

Authorized Signature

Date: \_\_\_\_\_

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[Company B Name]

Authorized Signature

Date: \_\_\_\_\_