

Memorandum of Understanding for Co-Branding Initiatives

This Memorandum of Understanding ("MOU") is entered into as of [Date], by and between:

Party A: [Company/Organization Name A], with its principal place of business at [Address],
and

Party B: [Company/Organization Name B], with its principal place of business at [Address].

1. Purpose

The purpose of this MOU is to establish a collaborative relationship between Party A and Party B to undertake co-branding initiatives for mutual benefit.

2. Scope of Collaboration

The parties agree to collaborate on the following co-branding activities: [Brief description of proposed joint activities, such as joint marketing, events, product launches].

3. Roles and Responsibilities

Each party shall perform the following roles and responsibilities:

Party A: [Duties/responsibilities]

Party B: [Duties/responsibilities]

4. Use of Branding

Both parties agree to use each other's logos, trademarks, and branding materials in accordance with prior written approval and established brand guidelines.

5. Confidentiality

The parties agree to keep confidential any proprietary or sensitive information disclosed during the course of the collaboration.

6. Term and Termination

This MOU shall commence on the date first written above and remain in effect until [End Date] or until terminated by either party upon [number] days written notice.

7. Miscellaneous

This MOU is not legally binding and does not create any legal obligations or liabilities for either party.

Authorized Representative, Party A

Date

Authorized Representative, Party B

Date