

MEMORANDUM OF UNDERSTANDING (MOU)

Between [Party A Name] and [Party B Name]

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

[Party A Name], located at [Party A Address], and

[Party B Name], located at [Party B Address].

1. Purpose

The purpose of this MOU is to establish a collaborative partnership between [Party A] and [Party B] for business development activities to support mutual growth and explore potential business opportunities.

2. Areas of Collaboration

- Joint business development initiatives
- Information and resource sharing
- Exploration of co-marketing or co-branding opportunities
- Other agreed collaborative activities

3. Roles & Responsibilities

- Each Party will designate a representative to coordinate activities under this MOU.
- Both Parties will endeavor to share relevant information necessary for effective collaboration.
- Specific roles and responsibilities will be agreed upon in separate agreements if required.

4. Term

This MOU shall commence on the effective date and continue for a period of [X] years, unless terminated earlier by either party with [number of days] days' written notice.

5. Confidentiality

The Parties agree to maintain the confidentiality of information exchanged during the collaboration, except as required by law or with prior written consent.

6. Non-Binding Agreement

This MOU is not intended to be legally binding, except for the confidentiality clause, unless a formal agreement is signed by both parties.

7. General Provisions

Any changes or amendments to this MOU must be made in writing and signed by authorized representatives of both Parties.

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

[Party A Name]

Date: _____

[Party B Name]

Date: _____