

Distribution Agreement Memorandum of Understanding (MOU) Sample

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

[Brand Name], with its principal place of business at [Brand Address]

and

[Distributor Name], with its principal place of business at [Distributor Address].

1. Purpose

The purpose of this MOU is to outline the terms and conditions under which Distributor will distribute the products of Brand within the agreed territory.

2. Products

The products to be distributed under this agreement include:

- [Product 1]
- [Product 2]
- [Product 3]

3. Territory

The Distributor shall have the right to distribute the products in the following area:

[Describe Territory]

4. Term

This MOU shall commence on the date signed below and continue for a period of [Duration], unless earlier terminated in accordance with its terms.

5. Roles and Responsibilities

- Brand agrees to supply products as per agreed quantities and quality.
- Distributor agrees to promote and sell products in the designated territory.
- Both parties shall cooperate to achieve mutual objectives.

6. Confidentiality

Both parties agree to maintain the confidentiality of any proprietary information exchanged during the term of this MOU.

7. General Provisions

- This MOU is not legally binding but serves as a preliminary understanding.
- Any amendments must be made in writing and signed by both parties.
- Both parties affirm their intention to work in good faith.

[Brand Representative Name]

[Title]

[Brand Name]

[Distributor Representative Name]

[Title]

[Distributor Name]

Date: _____