

Memorandum of Understanding (MOU)

This Memorandum of Understanding ("MOU") is made on this ____ day of _____, 20__, by and between:

Party A: [Franchise Company Name], with its principal place of business at [Full Address].

Party B: [Business Partner Name], with its principal place of business at [Full Address].

1. Purpose

The purpose of this MOU is to establish a framework for cooperation between Party A and Party B for the intent of offering, operating, and growing [Franchise Brand Name] franchise outlets under mutually-beneficial terms.

2. Roles and Responsibilities

1. **Party A** agrees to provide the franchise system, brand, training, and ongoing support to Party B as outlined in the future franchise agreement.
2. **Party B** agrees to utilize the franchise system and its established standards in operating the new franchise outlet(s).

3. Confidentiality

Both parties agree to keep all confidential information exchanged strictly confidential and to use such information solely for the purpose of evaluating this partnership.

4. Term and Termination

This MOU shall be effective upon signature by both parties and shall remain in effect until superseded by a formal Franchise Agreement or terminated by either party with written notice.

5. Non-Binding Agreement

This MOU is not legally binding and does not obligate either party to enter into a franchise relationship until a formal Franchise Agreement is executed.

6. Miscellaneous

- This MOU sets forth the understanding between the parties but does not constitute a binding agreement to any terms herein.
- Any amendments must be in writing and signed by both parties.

Authorized Signature
Party A: [Franchise Company Name]
Name: _____
Title: _____
Date: _____

Authorized Signature
Party B: [Business Partner Name]
Name:

Title: _____

Date: _____