

# Memorandum of Understanding (MOU) for Strategic Alliance

## Between

**Company A, Inc.**

Address: \_\_\_\_\_

and

**Company B, Ltd.**

Address: \_\_\_\_\_

## 1. Purpose

This Memorandum of Understanding ("MOU") is entered into as of [Date], by and between Company A, Inc. and Company B, Ltd. The purpose of this MOU is to establish a strategic alliance for mutual collaboration, with the aim to [briefly describe main collaborative goal, e.g., develop and market joint products / enhance service offerings / expand into new markets].

## 2. Scope of Collaboration

- Identify joint business opportunities and projects.
- Share relevant technical expertise and market knowledge, as appropriate.
- Collaborate in marketing, promotion, and sales development activities.
- Work together in research and development where mutually beneficial.

## 3. Roles & Responsibilities

### 1. **Company A, Inc.:**

[Summarize responsibilities, e.g., Provide technical resources, lead marketing for specific markets, etc.]

### 2. **Company B, Ltd.:**

[Summarize responsibilities, e.g., Distribute joint products, provide local regulatory expertise, etc.]

## 4. Confidentiality

Both parties agree to maintain the confidentiality of any proprietary or sensitive information shared during the term of this MOU, and not to disclose such information to any third parties without prior written consent.

## 5. Term and Termination

This MOU will be effective from the date of the last signature below and will remain in effect for [duration, e.g., one year], unless extended by mutual agreement or terminated by either party with [number] days' written notice.

## 6. Non-Binding Agreement

This MOU is a statement of intent and does not create any binding legal obligations. Any future legally enforceable agreement will be negotiated and made in writing, signed by authorized representatives of both parties.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

Signature: \_\_\_\_\_

**For Company A, Inc.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

Signature: \_\_\_\_\_

**For Company B, Ltd.**