

Letter of Negotiation for Merchandise Licensing Rights

Date: [Insert Date]

[Your Name]
[Your Title]
[Your Company]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

[Recipient's Name]
[Recipient's Title]
[Recipient's Company]
[Recipient's Address]
[City, State, Zip Code]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to discuss potential negotiation for the licensing rights to [specific merchandise or brand]. We believe that [Your Company] would effectively position and promote the brand within [specific market/industry].

We are interested in pursuing a licensing agreement that reflects both our mutual interests and ensures a fair arrangement for both parties. To move forward, we would like to propose the following terms for consideration:

- Licensing Fee: [Proposed Amount]
- Duration of License: [Proposed Duration]
- Territory: [Specific regions or countries]
- Royalty Rate: [Percentage]
- Additional Terms: [Any other relevant conditions]

We believe that with your expertise and our vision for the brand, we can achieve significant success. I would love the opportunity to discuss this further at your earliest convenience. Please let me know a suitable time for us to connect.

Thank you for considering this proposal. I look forward to your response.

Sincerely,

[Your Name]
[Your Title]
[Your Company]