

Non-Disclosure Agreement

This Non-Disclosure Agreement ("Agreement") is made as of **[Date]** by and between **[Franchisor's Name]**, with a principal place of business at **[Franchisor's Address]** (the "Disclosing Party"), and **[Franchisee's Name]**, with a principal place of business at **[Franchisee's Address]** (the "Receiving Party").

1. Definition of Confidential Information

For the purposes of this Agreement, "Confidential Information" includes any marketing strategies, plans, or materials provided by the Disclosing Party to the Receiving Party.

2. Obligations of Receiving Party

The Receiving Party agrees to:

- Keep the Confidential Information in strict confidence.
- Not disclose any Confidential Information to third parties without the prior written consent of the Disclosing Party.
- Use the Confidential Information solely for the purpose of marketing the franchise.

3. Term

This Agreement shall remain in effect for a period of **[Number of Years]** years from the date of execution.

4. Governing Law

This Agreement shall be governed by the laws of the State of **[State]**.

5. Signatures

IN WITNESS WHEREOF, the parties hereto have executed this Non-Disclosure Agreement as of the date first above written.

[Franchisor's Name]

Title: _____

[Franchisee's Name]

Title: _____