

Vendor Trademark Usage Agreement

Date: [Insert Date]

[Vendor Name]

[Vendor Address]

[City, State, Zip]

Dear [Vendor Contact Name],

This Vendor Trademark Usage Agreement ("Agreement") is entered into as of [Insert Date] ("Effective Date"), by and between [Your Company Name] ("Licensor") and [Vendor Name] ("Licensee").

1. Grant of License

Licensor grants Licensee a non-exclusive, non-transferable license to use the Licensor's trademarks, service marks, logos, and trade names ("Trademarks") solely in connection with digital advertising as outlined in Exhibit A.

2. Term

This Agreement shall commence on the Effective Date and shall continue for a period of [Insert Duration], unless terminated earlier in accordance with this Agreement.

3. Use of Trademarks

Licensee agrees to use the Trademarks in a manner consistent with Licensor's brand guidelines and to submit all advertising material for approval prior to use.

4. Ownership

Licensee acknowledges that Licensor is the sole owner of the Trademarks and all associated goodwill.

5. Termination

This Agreement may be terminated by either party upon [Insert Notice Period] written notice to the other party.

6. Miscellaneous

This Agreement shall be governed by the laws of [Insert Governing Law].

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

[Your Company Name]

By: [Your Name]

Title: [Your Title]

[Vendor Name]

By: [Vendor Contact Name]

Title: [Vendor Contact Title]

Exhibit A: Description of Digital Advertising Activities

[Insert Details]