

Licensing Agreement for Brand Partnership

Date: [Insert Date]

From:

[Your Company Name]

[Your Address]

[City, State, Zip Code]

To:

[Partner Company Name]

[Partner Address]

[City, State, Zip Code]

Subject: Licensing Agreement for Brand Partnership

Dear [Partner's Name],

This Licensing Agreement ("Agreement") is made effective as of [Effective Date] by and between [Your Company Name] and [Partner Company Name] (collectively referred to as the "Parties").

1. License Grant

[Your Company Name] is pleased to grant [Partner Company Name] a non-exclusive, non-transferable right to use [describe the brand name or trademark] for the duration of this Agreement.

2. Term

The term of this Agreement shall commence on [Start Date] and shall continue until [End Date], unless terminated earlier in accordance with the terms herein.

3. Compensation

[Partner Company Name] agrees to pay [Your Company Name] [insert payment details, e.g., royalty percentage, flat fee] in exchange for the licensing of the brand.

4. Ownership

All rights to the brand [insert brand name] remain the exclusive property of [Your Company Name].

5. Termination

This Agreement may be terminated by either party with [insert notice period] written notice to the other party.

6. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of [State/Country].

Please indicate your acceptance of this Agreement by signing below.

[Your Company Name]

[Partner Company Name]

Thank you for considering this partnership. We look forward to a successful collaboration.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]