

Brand Licensing Agreement

Date: [Insert Date]

Parties:

[Licensor Name]

Address: [Licensor Address]

City, State, Zip: [Licensor City, State, Zip]

[Licensee Name]

Address: [Licensee Address]

City, State, Zip: [Licensee City, State, Zip]

1. Grant of License

The Licensor hereby grants to the Licensee a non-exclusive, non-transferable license to use the Licensor's brand for co-branding initiatives as outlined in this agreement.

2. Purpose

The purpose of this agreement is to outline the terms and conditions under which the two parties will collaborate for co-branding efforts.

3. Term

This agreement shall commence on [Insert Start Date] and shall continue for a period of [Insert Duration] unless terminated earlier in accordance with the provisions herein.

4. Royalties

The Licensee agrees to pay the Licensor a royalty of [Insert Percentage] of the net sales derived from products bearing the co-branded identity.

5. Quality Control

The Licensee agrees to maintain the quality of products bearing the Licensor's brand in accordance with the guidelines provided by the Licensor.

6. Termination

Either party may terminate this agreement with [Insert Notice Period] written notice if the other party fails to comply with any provision of this agreement.

7. Governing Law

This agreement shall be governed by and construed in accordance with the laws of [Insert Governing State].

8. Acceptance

By signing below, the parties agree to the terms of this Brand Licensing Agreement.

Licensor: _____

Licensee: _____

Date: _____