

Brand Licensing Agreement

Date: [Insert Date]

Licensor: [Licensor Name]

Licensee: [Licensee Name]

Dear [Licensee Name],

We are pleased to present this Brand Licensing Agreement (the "Agreement") concerning the exclusive rights to use the [Brand Name] (the "Brand") in connection with [describe products/services] within [specify territory].

1. Grant of License

The Licensor grants to the Licensee exclusive rights to use the Brand for the duration of this Agreement.

2. Term

This Agreement shall commence on [start date] and shall continue for a period of [duration], unless terminated earlier in accordance with the terms herein.

3. Royalties

The Licensee agrees to pay the Licensor a royalty of [X%] on all sales of products/services utilizing the Brand.

4. Quality Control

The Licensee agrees to adhere to the quality standards established by the Licensor for all products/services using the Brand.

5. Termination

This Agreement may be terminated by either party upon [specify notice period] written notice under [specific conditions].

We believe that this Agreement represents a mutually beneficial opportunity, and we look forward to your favorable response.

Best regards,

[Your Name]

[Your Title]

[Licensor Name]

[Licensor Contact Information]