

Brand Licensing Agreement

Date: [Insert Date]

From: [Licensor Name]
[Licensor Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

To: [Licensee Name]
[Licensee Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

Subject: Brand Licensing Agreement for Franchise Opportunities

Dear [Licensee Name],

This Brand Licensing Agreement ("Agreement") is made and entered into as of the date set forth above, by and between [Licensor Name], hereinafter referred to as "Licensor," and [Licensee Name], hereinafter referred to as "Licensee." The parties hereby agree as follows:

1. Grant of License

The Licensor grants the Licensee a non-exclusive license to use the Licensor's brand, [Brand Name], in connection with the operation of franchise locations.

2. Term

This Agreement shall commence on the date first above written and shall continue for a period of [number of years] unless terminated in accordance with the terms herein.

3. Responsibilities of Licensee

The Licensee agrees to adhere to the operational guidelines and quality standards established by the Licensor.

4. Licensing Fees

The Licensee agrees to pay the Licensor a licensing fee of [amount] annually, paid in [frequency of payment].

5. Termination

This Agreement may be terminated by either party upon [number of days] written notice to the other party.

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

Licensor:

[Licensor Name]
[Title]

Licensee:

[Licensee Name]
[Title]