

Brand Licensing Agreement

Date: [Insert Date]

From: [Licensor's Name]
[Licensor's Address]
[Licensor's Email]
[Licensor's Phone]

To: [Licensee's Name]
[Licensee's Address]
[Licensee's Email]
[Licensee's Phone]

Dear [Licensee's Name],

This Brand Licensing Agreement (the "Agreement") is made between [Licensor's Name] ("Licensor") and [Licensee's Name] ("Licensee") for the purpose of establishing a licensing arrangement concerning the use of Licensor's brand in relation to retail collaborations.

1. Grant of License

Licensor grants Licensee a non-exclusive, non-transferable license to use the Licensor's brand for the duration of this Agreement.

2. Term

The term of this Agreement shall commence on [Start Date] and continue until [End Date], unless terminated earlier according to the provisions herein.

3. Royalties

Licensee agrees to pay Licensor royalties calculated at [Percentage]% of gross retail sales derived from licensed products.

4. Quality Control

Licensee agrees to maintain the quality standards established by Licensor and allows Licensor to review all products prior to sale.

5. Termination

This Agreement may be terminated by either party upon [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].

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

[Licensor's Name]
Licensor

[Licensee's Name]
Licensee

Sincerely,

[Your Name]
[Your Title]
[Your Company]