

# Brand Licensing Agreement for Territory Expansion

Date: [Insert Date]

To: [Licensee Name]

Address: [Licensee Address]

Dear [Licensee Name],

This Brand Licensing Agreement ("Agreement") is made between [Licensor Name], located at [Licensor Address] ("Licensor") and [Licensee Name], located at [Licensee Address] ("Licensee").

## 1. Grant of License

Licensor grants Licensee a non-exclusive, non-transferable license to use the Licensor's brand name, trademarks, and associated intellectual property for the purpose of marketing and selling products within the following territory: [Insert Territory].

## 2. Territory Expansion

The Licensee may expand the territory to include [Insert Additional Territories] upon mutual written agreement.

## 3. Duration

This Agreement shall commence on [Start Date] and continue for a period of [Specify Duration], unless terminated earlier in accordance with the terms herein.

## 4. Obligations of Licensee

Licensee agrees to maintain quality standards in accordance with Licensor's specifications and adhere to all applicable laws and regulations in the territories.

## 5. Compensation

Licensee shall pay Licensor a royalty of [Insert Royalty Percentage] of net sales derived from the products sold in the designated territory.

## **6. Termination**

This Agreement may be terminated by either party upon [Insert Notice Period] notice, should the other party breach any material term or condition.

## **7. Governing Law**

This Agreement shall be governed by and construed in accordance with the laws of [Insert Jurisdiction].

We look forward to a successful partnership.

Sincerely,

[Licensor Name]

[Title]

[Company Name]