

Fashion Merchandising License Agreement

Date: [Insert Date]

To: [Licensed Party Name]

Address: [Licensed Party Address]

From: [Licensor Name]

Address: [Licensor Address]

Subject: Fashion Merchandising License Agreement

Dear [Licensed Party Name],

This Fashion Merchandising License Agreement (the "Agreement") is made and entered into as of [Effective Date], by and between [Licensor Name] ("Licensor") and [Licensed Party Name] ("Licensee").

1. Grant of License

Licensor hereby grants Licensee a non-exclusive license to use the [insert brand name] trademark and the associated brand assets for the purpose of manufacturing, marketing, and selling [description of products] within the [geographic area] subject to the terms herein.

2. Term

The term of this Agreement shall commence on [start date] and shall continue until [end date], unless terminated earlier pursuant to Section 7.

3. Royalties

Licensee agrees to pay Licensor a royalty of [insert percentage]% of the net sales of the Licensed Products sold during the term of this Agreement.

4. Quality Control

Licensee agrees to adhere to Licensor's quality standards for all Licensed Products and shall submit samples for approval prior to production.

5. Confidentiality

Both parties agree to keep the terms of this Agreement and any proprietary information confidential.

6. Governing Law

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

7. Termination

Either party may terminate this Agreement upon [insert notice period] written notice to the other party.

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

[Licensor Signature] _____ (Licensor)

[Licensee Signature] _____ (Licensee)

Effective Date: [Insert Effective Date]