

International Brand Alliance Contract

Date: [Insert Date]

Parties:

1. Brand A: [Brand A Legal Name, Address]
2. Brand B: [Brand B Legal Name, Address]

1. Purpose

This contract outlines the terms of the collaboration between Brand A and Brand B for the purpose of enhancing market presence and brand value through joint marketing initiatives.

2. Responsibilities

Brand A shall provide: [List Brand A's responsibilities]

Brand B shall provide: [List Brand B's responsibilities]

3. Term

The term of this agreement shall commence on [Start Date] and continue until [End Date], unless terminated earlier in accordance with the provisions herein.

4. Financial Arrangements

Both parties agree to share the costs and profits as follows: [Specify financial arrangements]

5. Confidentiality

Both parties agree to maintain confidentiality regarding proprietary information exchanged during the collaboration.

6. Termination

Either party may terminate this agreement upon [Number] days written notice to the other party.

7. Governing Law

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

8. Acceptance

By signing below, both parties agree to the terms outlined in this contract.

Signed:

[Name], [Title]
Brand A

[Name], [Title]
Brand B

Date: _____