

Draft Reseller Joint Enterprise Agreement

Date: [Insert Date]

To: [Reseller's Name]

[Reseller's Address]

Dear [Reseller's Name],

We are pleased to present the Draft Reseller Joint Enterprise Agreement between [Your Company Name] and [Reseller's Company Name]. This agreement outlines the terms and conditions under which both parties will collaborate to enhance our market presence and increase sales of our products.

1. Purpose

The purpose of this agreement is to establish a joint enterprise framework for the resale of [Products/Services].

2. Responsibilities

Both parties agree to:

- Promote and sell the products in accordance with the brand guidelines.
- Share market intelligence and sales data.
- Collaborate on marketing efforts and promotional activities.

3. Financial Arrangements

The financial terms of this agreement will include a [percentage]% commission on sales generated through the reseller network.

4. Duration

This agreement will be valid for a period of [Insert Duration], with the option for renewal upon mutual consent.

5. Confidentiality

Both parties agree to maintain confidentiality regarding any proprietary information exchanged during the course of this agreement.

6. Governing Law

This agreement shall be governed by the laws of [State/Country].

We look forward to your feedback and hope to finalize this agreement at the earliest. Please feel free to reach out with any questions.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]