

Retail Reseller Agreement

Effective Date: [Insert Date]

Parties:

This Retail Reseller Agreement ("Agreement") is made between:

- [Reseller Name], having its principal place of business at [Reseller Address] ("Reseller"),
- and [Supplier Name], having its principal place of business at [Supplier Address] ("Supplier").

1. Appointment

The Supplier hereby appoints the Reseller as an authorized retailer to sell the Supplier's products.

2. Term

This Agreement shall commence on the Effective Date and shall continue for a period of [Insert Duration], unless terminated earlier in accordance with this Agreement.

3. Reseller Obligations

The Reseller agrees to:

- Promote and sell the Supplier's products;
- Maintain a suitable display of the products as directed by the Supplier;
- Comply with all applicable laws and regulations.

4. Payment Terms

The Reseller shall pay the Supplier for the products as follows:

- [Insert Payment Terms]

5. Termination

This Agreement may be terminated by either party upon [Insert Notice Period] written notice.

6. Governing Law

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

7. Entire Agreement

This Agreement constitutes the entire agreement between the parties and supersedes all prior agreements and understandings.

IN WITNESS WHEREOF, the parties hereto have executed this Retail Reseller Agreement as of the Effective Date.

[Reseller Name]

By: _____

Name: [Insert Name]

Title: [Insert Title]

[Supplier Name]

By: _____

Name: [Insert Name]

Title: [Insert Title]