

Co-Branded Product Placement Agreement

This Co-Branded Product Placement Agreement ("Agreement") is made and entered into as of ("Effective Date") by and between:

Party A:

Address:

Party B:

Address:

Collectively referred to as the "Parties."

1. Purpose

The purpose of this Agreement is to set forth the terms and conditions under which the Parties will collaborate in connection with the co-branded placement of certain products as described herein.

2. Product Placement

The products to be co-branded and placed are as follows:

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Placement to occur at:

3. Term

The term of this Agreement shall commence on the Effective Date and continue until , unless earlier terminated as provided herein.

4. Responsibilities of the Parties

1. Party A:

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2. Party B:

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5. Co-Branding Requirements

The Parties agree to use their respective logos, trademarks, and trade names in accordance with the terms specified below:

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6. Compensation

Compensation structure for the product placement is as follows:

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7. Intellectual Property

Each Party retains all right, title, and interest in and to its respective intellectual property. The Parties grant each other a limited, non-exclusive license to use their trademarks and logos solely for the purpose of this Agreement.

8. Confidentiality

The Parties agree to maintain confidentiality regarding any non-public information disclosed during the term of this Agreement.

9. Termination

This Agreement may be terminated by either Party upon written notice under the following circumstances:

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10. Miscellaneous

- This Agreement constitutes the entire understanding between the Parties.
- No amendment shall be effective unless in writing and signed by both Parties.
- This Agreement shall be governed by the laws of .

Name:

Title:

Date:

For Party A

Name:

Title:

Date:

For Party B

