

# Cross-Promotion Agreement for Brands

This Cross-Promotion Agreement ("Agreement") is made and entered into as of

By and between:

- **Brand A:**
- **Address:**

and

- **Brand B:**
- **Address:**

## 1. Purpose

## 2. Promotional Activities

The parties agree to promote each other's brands through the following activities:

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## 3. Term

## 4. Intellectual Property

## 5. Confidentiality

## 6. Termination

## 7. Miscellaneous

- Governing Law:
- Amendments:
- Entire Agreement:

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Authorized Signature, Brand A  
Date:

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Authorized Signature, Brand B  
Date: