

Joint Brand Promotion Contract

This Joint Brand Promotion Contract ("Contract") is made and entered into as of , by and between:

- **Party A:** (hereinafter referred to as "Party A")
- **Party B:** (hereinafter referred to as "Party B")

1. Purpose

The purpose of this Contract is to set forth the terms and conditions under which both parties agree to jointly promote their brands through collaborative marketing activities and campaigns as described herein.

2. Promotion Activities

1. Description of joint promotion:
2. Channels of promotion:
3. Timeline:

3. Roles and Responsibilities

Party	Roles & Responsibilities
Party A	
Party B	

4. Financial Arrangements

1. Cost sharing:
2. Payment terms:

5. Intellectual Property

Each party retains ownership of its respective intellectual property. Use of brand names, logos, and trademarks will be subject to prior written approval from the respective owner.

6. Confidentiality

Both parties agree to keep all confidential information disclosed during the promotion secure and not to disclose it to any third parties without prior written consent.

7. Term and Termination

1. Term of contract:
2. Termination conditions:

8. Miscellaneous

1. Governing law:
2. Dispute resolution:

3. Miscellaneous provisions:

Party A Authorized Signatory
Date:

Party B Authorized Signatory
Date: