

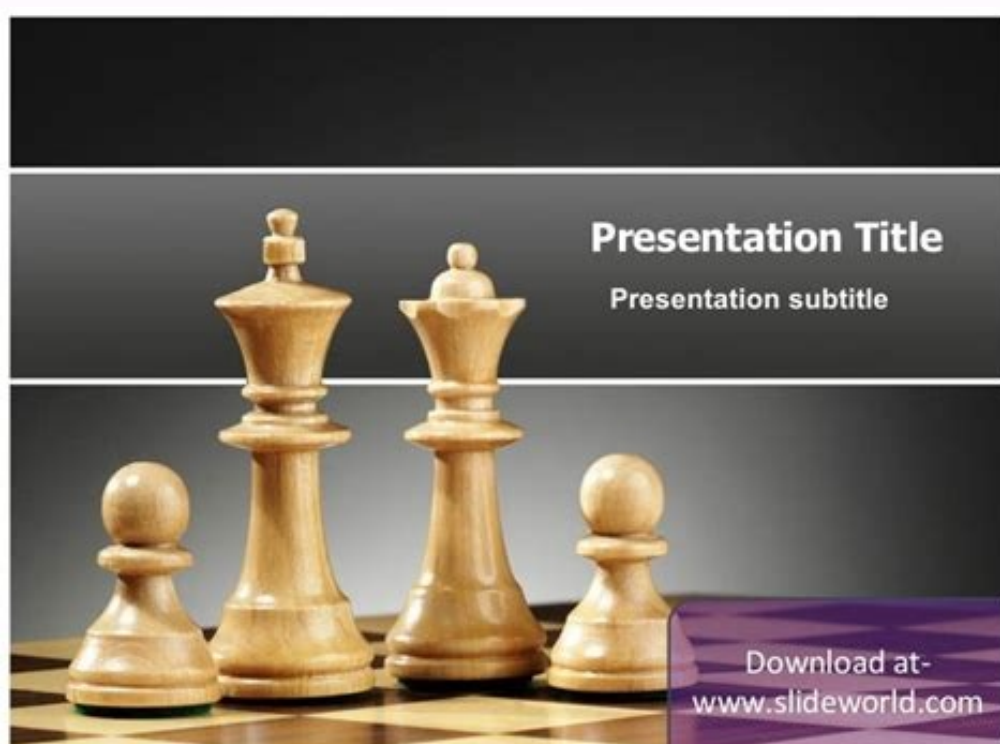
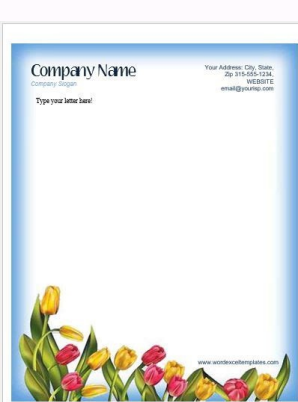
I'm not robot!

Dear husband,

Why are you not eating
the mother fuckin'
rice krispy treats I made
you? I SLAVED for
several minutes to hand-
craft those squares of
deliciousness for you, yet
they remain here, in the
pan, untouched, by you.

WTF?!

♥-your wonderful wife



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TWO BIRDS STUDIO

Co branding logo examples. Co branding brands. Co-branding agreement template.

What is a Co-Branding Agreement? Co-branding Agreements are agreement document that gives trademark owners a way to broaden their consumer reach and build a fan following. It entails combining well-known brands with consumer or retail-oriented brands. Considerably co-branded social media personality marketing has grown popular. Co-branding is a type of line that is used as an extension to develop new goods with a new feature by leveraging trademarks from a different firm to reach a new audience for a specific product, according to marketers. The main premise of co-branding is that the brands should collaborate resulting in an improbable consequence of direct competitors' co-branding. Feel free to check out the co-branding agreement template available for your use. Types of Co-branding There are two different types of co-branding that you can use to your knowledge. Being knowledgeable will help you to be aware of which type will better fit your Company and the agreed partner company. Read this short segment on the two types of co-branding to learn more about them and apply it to your future endeavors in dealing with companies who will be partnering with your own. Ingredient co-branding: This refers to the use of a well-known brand as a component in the creation of another well-known brand. This is concerned with the development of brand equity for materials and parts that are used in other goods. The major brand takes precedence over the ingredient/constituent brand. Dell, for example, has a co-branding strategy with Intel chips. Ingredient brands are often the company's largest purchasers or current suppliers. The brand of the component should be distinct. Either it should be a well-known brand or it should be protected by a patent. Composite co-branding: A combination of two well-known brand names to create a unique product or Service that would not be achieved alone. The popularity of the ingredient brands, as well as the level of complementarities between them, determine the effectiveness of composite branding. British Airways and Citibank, for example, teamed together to develop a credit card that automatically enrolls clients in the British Airways Executive Club. How to Write a Co-Branding Agreement Many brands, as part of a Branding strategy, want to conduct business with as many different firms as possible because they believe it will provide them greater visibility and money in the long term; but, if you do not pick your partners correctly, this can backfire. The key to any successful collaboration is to choose partners that complement rather than compete with your products or services. The co-branding agreement may appear intimidating, but with little planning and advice from this article, it will be a lot easier to put together. You can also use as a reference the provided co-branding agreement sample this article has prepared. Step 1: Relevant Details of Effectivity Include the name of your company or business as well as the name of the partner company or Business you are contacting. The most crucial thing is to identify who you want as partners. Consider how big their network is and how well-known they are in the industry. Your company partner is invited to share your co-branding area under the terms of a co-branding agreement. As a result, explain how your brands complement one another. Talk about their brand and how it fits in with yours. Any co-branding plan must have the ability to properly define what makes up another company's brand. Step 2: List out the Benefits You will need to include some real statistics in your agreement to show how the co-branding will benefit both of you. What are the benefits of this arrangement for each party? What kind of return on investment do you think you will get? Are you able to name a number? How did you come up with this figure? Because most companies have little experience with co-branding, providing good data will go a long way toward persuading them that your plan is viable. Be realistic in your expectations; you can't always receive what you desire. Step 3: Terms and Conditions Describe in as much detail as possible how it will operate. What will the substance of your mails, for example, be? What are your plans for their logo? What address will you use to send the mailing? What is the logistics situation? Who will have ownership of and control over each piece of marketing collateral? How frequently does one party require consent from the other party for campaigns, etc.? What are the objectives of this campaign or collaboration? Include information on how involved the other company will be in the agreement. They will want to know that they have some say in how their brand is employed. Step 4: Calculate the Budget You should include an exact Cost estimate as part of your calculations. Everything should be planned ahead of time, from manufacturing to distribution. When it comes time to examine your proposal, this figure will be crucial for any possible co-branding partner. Do, however, phrase it in terms of the benefit they will receive. It's critical to emphasize that co-branding isn't the same as purchasing another marketing effort. Demonstrate to them that they will receive free advertising and that you, too, are contributing to the expense. Step 5: Duration of the Agreement The length of the co-branding campaign is the last item you should supply. Make it brief and to the point. No company wants to be trapped into an open-ended agreement, especially for a first attempt. The most convenient proposition is a small direct mail run, followed by a shared analysis of the outcomes. You will be in a strong position to run another if this goes well. You should have a better sense of what to include in any co-branding proposal by now. Keep the proposal focused on the benefits of the relationship, whether it's for your firm or another group. Before you do anything else, make sure that all parties involved have agreed to these conditions. Pros of Co-Branding The activity of two or more companies or brands collaborating on a marketing campaign is known as co-branding. For both corporations or brands, the purpose is to advertise and sell new products or services. You can employ comparable marketing concepts in a single public presentation or combine numerous themes if you wish. When weighing the benefits and drawbacks of co-branding in today's industry, keep the following considerations in mind. Costs less for both businesses to reach a broader audience: The marketing expenditures are usually shared by the brands or enterprises involved in most co-branding agreements. This allows them to possibly reach a broader audience while also reducing their total costs. It expands the market: When two separate organizations collaborate on a marketing strategy, co-branding is most effective. This allows each company's natural client base to be drawn to what the other offers. It can help a company's reputation: If one brand is having trouble, while the other in a co-branding arrangement is doing well, the suffering brand might benefit from this marketing effort. It gives you an advantage: In a competitive market, small firms often find it challenging to establish themselves. They may begin to utilize their advantages in a world where larger corporations have established client ties by adopting co-branding. This provides them a chance to compete on a level playing field. There is a talent pool that is shared: This sort of initiative allows each firm or brand to put their best personnel on it, resulting in teamwork. Because two teams collaborate to develop a single consistent marketing product, this saves money on labor and eliminates the need for outsourcing. Loyal supporters believe they are treated better: People that are brand loyal are hesitant to give up their favorite items or services easily. However, without new products, some devoted fans may begin to consider leaving. Co-branding allows a Business to promote new ideas to its most committed clients without having to generate new concepts itself. Essential Features of Co-branding Agreements Co-branding is treated as a trademark licensing arrangement rather than a joint venture or partnership agreement in legal terms. A Trademark cross-licensing structure is used in a co-branding framework, with each party leasing its rights to the other. Co-Branding Agreements have the ability to benefit both parties because of their power and influence. The cross-license will be able to depend on each party's existing Intellectual Property rights for launching a co-branded product in new areas if the Co-Branding agreements are well designed. Take note of the following. Correct licensor and licensee: The licensor must be the lawfully registered owner or any other entity who has been granted permission to use the mark under an existing arrangement. The licensee should have the right to use the trademark in commerce. Intellectual property should be licensed: The license should explicitly state that protected trademarks are safeguarded, that limitations are always used appropriately, and that the licensee's use of the licensor's mark would benefit the licensor. Ownership of co-branded properties and their revenue sharing: The ideal license should include ownership of co-branded properties that are the outcome of the parties' combined efforts. The license should also specify whose royalty shares will be impacted by the co-branding partnership. Exclusivity: The parties must specify whether the rights are to be exclusive or non-exclusive in the Grant clause. Exclusive licenses typically allow for larger royalty payments, although if a party's bottom line rises, it will eventually level off owing to constantly changing customer behavior or market positions. Specific Territory: The validity of the parties' trademark rights should be demonstrated by the territory of the licenses. As a result, it is not uncommon for parties to become partners with different brands in different markets because it may not provide them with many benefits but may cost them a lot of money, which is not in the company's favor because that money could be spent on expanding and growing their business rather than entering into a partnership that is not even fruitful for them. Quality control assurance: It is critical that the license includes measures that allow the licensor to maintain quality control over the licensed goods or services during the term of the license. In the absence of such oversight, a bare license might emerge, resulting in the loss of trademark rights. Indemnifications and insurance: Since each party will be permitted to use the other's mark in the framework of the agreement, the co-branding agreement must include the appropriate indemnifications and insurance terms. Giving the other party complete right and power to execute the job in the other company's name, making it extremely evident in the market that all firms have agreed to come together and authorize each other to do any task related to the co-branding agreement in the company's own name. Distribution, marketing, and consumer relations in the markets: When a co-branding agreement is enforced and implemented, it always leads to some early misunderstandings and competitiveness. The campaign should always be clearly separated from each party's routine branding operations in the agreement. This can be performed by designating a subsidiary or related firm to be entirely responsible for all co-branding-related operations. Trademark use requirements and ownership acknowledgments: The parties to the co-branding agreement should maintain the right to examine and authorize advertising and promotion for the co-branding venture, as well as product packaging because such activities will be within their control and they will be able to make choices at their leisure. Renewal, renegotiation, phase-out, and termination: Automatic renewal mechanisms for production and manufacturing licenses may be suitable and guarantee that supply-chain problems are addressed. Because such campaigns are typically public-facing and prone to disadvantages and dips in demand and popularity over time, these elements can be kept in mind and included in contract conditions to benefit brand owners participating in a co-branding agreement endeavor. FAQs Co-branding is more of a branding effort, whereas collaboration is more of a marketing effort. Often times a marketing strategy can be utilized for the two parties to collaborate their companies together. Two brands will collaborate to develop a combined product that embodies both of their brand identities in a co-branding agreement. A collaboration agreement is a legally enforceable agreement between two or more parties who desire to collaborate on a commercial project. It specifies how the parties will collaborate and divides the advantages, liabilities, and obligations established by or for the project between them. Composite branding isn't a good idea if the firms don't have similar aims and ambitions. Partner brands may suffer as a result of co-branding. If buyers identify negative characteristics and experiences with one of the brands, the whole brand equity may suffer. Be sure that when you make use of a Brand Partnership Agreement template is that you have the details settled and with a clear understanding for both parties. Signing documents is necessary to legally bind and enforce the agreement between both companies that showcases their acknowledgments with the contents. Moreover, an agreement that has been duly signed by both companies will show that both parties are pleased with the arrangement and have no further questions regarding the details for the co-branding. Although, some changes or minor tweaks may not be avoided, so including them in a co-branding agreement would also be essential. Afterward dealing with an agreement, check out an available contract template which you can also use between the agreement for both companies.

16/12/2016 · The retail sales of licensed merchandise in both countries grew steadily the last few years reaching \$95.3 billion in 2011 with character licensing, corporate brand licensing, fashion and sports licensing. While licensing continues to increase every year, it is becoming more and more competitive. Because of limited shelf-space available ... Texas Co-Branding Agreement US Legal Forms provides its customers with various state-specific legal templates. Download the form you want from the largest collection of templates. We use cookies to improve security, personalize the user experience, enhance our marketing activities (including cooperating with our marketing partners) and for other business use. Edit our fully customizable contract templates to make them just right for your project. Include a description of your services, rate and payment schedule, delivery milestones, and more. Send your contracts straight from Indy or export them to PDF to send them however you want. Close deals faster with integrated e-signatures. 3. Exclusivity. Marketing services agreement usually include a clause detailing its exclusive nature, which means the client agrees to use no other marketing services except for the consultant they are hiring for the whole term. This clause and the rest of the agreement for that matter applies to all of the client's staff and the contractors. This Co Branding Agreement template covers the most important subjects and will help you to structure and communicate in a professional and legal way with the stakeholders involved. Download this professional legal Co Branding Agreement template if you find yourself in this situation and save yourself time, efforts and possibly reduce the lawyer-fee! The following checklist is, however, a basic and general guide as to what provisions it may be important to include, or at least consider, in a Co-branding agreement that you enter into. This document is not intended to substitute for legal advice nor legal wording provided by a competent advisor in the relevant legal jurisdiction. 11/02/2016 - One brand's negative publicity or scandal can affect both brands, resulting in a damaged reputation and sales declines. Of course, not all partnerships go smoothly, and when problems or disputes arise, co-branding can turn into a legal headache. There can be disputes about who owns what intellectual property or underlying technology. Use this free example of the Branding Agreement Template for outlining terms and conditions between you and the recipient of your Branding services. We've put together all the elements that you'll need in the contract template you just have to fill ... 06/09/2001 · Co-Brand License Agreement - Dannon Co. Inc. and YoCream International Inc. and Other Business Contracts, Forms and Agreements. Competitive Intelligence for Investors.

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