

Business Contracts



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PRODUCT CO-DEVELOPMENT AND PROMOTION AGREEMENT

THIS AGREEMENT is made this ____ day of _____, 200__ by and between <<Company>> (“Company”) and <<CustCompany>> (“Customer”).

Recitals

Customer and Company desire to co-produce a new product (the “Software Product” or the “Co-produced Product”) using a combination of existing software products created or owned by each respective party and in adherence with the proposed development plan (the “Specifications”) as set forth in Exhibit B.

Customer and Company desire to exchange advertising and links, and cross-promote one another using a variety of marketing and advertising services (the “Services”) as set forth in Exhibit B.

Agreements

In consideration of the mutual covenants set forth in this Agreement, Company and Customer hereby agree as follows:

1. Creation of a New Software Product.

Company shall make available select content, documents, templates, and other source or object code (“the Content”) for inclusion into a new Software Product using Customer’s << Insert Customer’s contribution to the Co-development project >>. Customer shall provide technical assistance in the use of the product as well as specific support in aiding Company in the development of the Software Product.

1.1 Advertising and Promotion.

Customer shall arrange for the placement of advertising and promotion of Company and agrees to fulfill the following duties:

1.1.0 Customer will offer the product on all point-of-sales or any other outlet agreed upon under this agreement.

1.1.1 Company will offer the product on their point-of-sales and any other outlet agreed upon under this agreement.

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