

AGENCY AGREEMENT

This Agency Agreement ("Agreement") is entered into on this day of , 20 (the "Effective Date") by and between:

Party A:

Address:

Phone Number:

Email Address:

Party B:

Address:

Phone Number:

Email Address:

Collectively referred to as the "Parties."

1. Scope of Work:

Party A hereby appoints Party B as its exclusive agent to perform the following services (the "Services"):

a. Marketing and Promotion: Party B shall develop and execute a comprehensive marketing and promotional strategy for Party A's products/services, including but not limited to social media campaigns, influencer partnerships, and targeted advertisements.

b. Sales and Client Relations: Party B shall actively engage with potential clients, conduct sales presentations, negotiate contracts, and maintain positive client relationships on behalf of Party A.

c. Market Research: Party B shall conduct regular market research to identify trends, competitors, and opportunities within Party A's industry, providing valuable insights for strategic decision-making.

d. Other Work Included:

2. Terms and Conditions:

a. Duration: This Agreement shall commence on the Effective Date and shall remain in full force and effect until terminated by either Party in accordance with the terms herein. Either Party may terminate this Agreement with _____ days' written notice.

b. Compensation: Party A agrees to compensate Party B for the Services as follows: Party B shall receive a commission of _____% of the total net sales generated through its efforts. Payment shall be made _____ within _____ days of the end of each period.

c. Confidentiality: Party B shall maintain the confidentiality of any proprietary or sensitive information obtained during the course of providing the Services, including client lists, sales figures, and marketing strategies.

d. Intellectual Property: Any intellectual property created by Party B during the provision of the Services shall belong exclusively to Party A. Party B agrees not to use or reproduce such intellectual property for its own benefit.

e. Non-Compete: During the term of this Agreement and for _____ months thereafter, Party B shall not engage in any business activities that directly compete with Party A's products/services.

f. Indemnification: Party B agrees to indemnify and hold harmless Party A from any claims, liabilities, or damages arising from Party B's actions or omissions while performing the Services.

3. Witness Signatures:

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the Effective Date.

Witness Name	Witness Signature	Signature Date

By signing below, the Parties acknowledge and agree to the terms and conditions set forth in this Agency Agreement.

Party A	
Party B	
Date	