

# Product Sales Channel Partner Agreement

This Product Sales Channel Partner Agreement ("Agreement") is made and entered into as of

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("Effective Date"), by and between:

**Company Name:**

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("Company")

**Partner Name:**

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("Partner")

## 1. Purpose

The Company appoints the Partner as a non-exclusive channel partner to market, sell, and support the Company's products ("Products") within the specified territory.

## 2. Term

This Agreement shall commence on the Effective Date and shall remain in effect for \_\_\_\_\_ year(s), unless earlier terminated in accordance with this Agreement.

## 3. Partner Obligations

- Actively promote and sell the Products within the Territory.
- Comply with all applicable laws and the Company's policies.
- Provide pre- and post-sales support to customers.
- Submit periodic sales reports as required by the Company.

## 4. Company Obligations

- Provide Partner with up-to-date product information, marketing materials, and reasonable sales support.
- Supply Products to the Partner on the terms set out in this Agreement.

## 5. Prices & Payment

1. The Partner shall purchase Products from the Company at prices set forth in the current price list.
2. Payments are due within \_\_\_\_\_ days of invoice unless otherwise agreed in writing.

## 6. Intellectual Property

All intellectual property rights in the Products and related materials shall remain the sole property of the Company.

## 7. Confidentiality

Both parties agree to keep confidential all information marked as confidential or information that by its nature should be considered confidential.

## 8. Termination

Either party may terminate this Agreement with \_\_\_\_\_ daysâ€™ written notice to the other party.

## 9. Miscellaneous

- This Agreement constitutes the entire agreement between the parties.
- No waiver or modification is valid unless in writing and signed by both parties.
- This Agreement is governed by the laws of \_\_\_\_\_.

\_\_\_\_\_  
Authorized Signature (Company)

\_\_\_\_\_  
Name, Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Signature (Partner)

\_\_\_\_\_  
Name, Title

\_\_\_\_\_  
Date