

# Blank Master Franchise Agreement Template (Regional Rights)

## 1. Parties

This Master Franchise Agreement ("Agreement") is made and entered into as of \_\_\_\_ [Date] \_\_\_\_ by and between:

**Franchisor:** \_\_\_\_ [Franchisor Legal Name] \_\_\_\_

Address: \_\_\_\_ [Franchisor Address] \_\_\_\_

**Master Franchisee:** \_\_\_\_ [Master Franchisee Legal Name] \_\_\_\_

Address: \_\_\_\_ [Master Franchisee Address] \_\_\_\_

## 2. Grant of Regional Master Franchise

The Franchisor hereby appoints the Master Franchisee, and the Master Franchisee accepts, the exclusive rights to develop and operate, and to sub-franchise, the franchise system within the region defined as:

\_\_\_\_ [Region/Territory] \_\_\_\_.

## 3. Term

This Agreement will remain in effect for a period of \_\_\_\_ [Number] \_\_\_\_ years commencing on the effective date, unless terminated earlier in accordance with the provisions herein.

## 4. Franchise Fees

1. **Initial Master Franchise Fee:** \_\_\_\_ [Amount/Terms] \_\_\_\_

2. **Ongoing Royalty:** \_\_\_\_ [Percentage/Amount/Terms] \_\_\_\_

3. **Sub-Franchise Fees:** \_\_\_\_ [Terms, Splits, Reporting] \_\_\_\_

## 5. Duties and Obligations of Master Franchisee

- Develop and operate a minimum of \_\_\_\_ [Number] \_\_\_\_ franchise units in the Region.
- Recruit, train, and support sub-franchisees in accordance with the Franchisor's standards.
- Maintain and enforce brand standards as prescribed by the Franchisor.
- Submit regular reports to the Franchisor as required.

## 6. Duties and Obligations of Franchisor

- Provide the Master Franchisee with manuals, training, and operational support.
- Allow use of trademarks and proprietary materials within the Region.
- Uphold brand reputation and system standards.

## 7. Intellectual Property

The Master Franchisee acknowledges that all trademarks, trade names, and proprietary materials remain the exclusive property of the Franchisor. Use is permitted only as expressly set out in this Agreement.

## 8. Confidentiality

Both parties agree to maintain the confidentiality of all trade secrets and non-public information obtained through this Agreement.

## 9. Termination

This Agreement may be terminated by either party in the event of material breach, insolvency, or as otherwise specified herein. Upon termination, all rights and licenses granted shall cease.

## 10. Miscellaneous

- This Agreement supersedes all prior agreements, written or oral, regarding its subject matter.
- This Agreement may be amended only in writing, signed by both parties.
- Governing Law: \_\_\_\_\_[Specify Jurisdiction]\_\_\_\_\_

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Franchisor

Date: \_\_\_\_\_

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Master Franchisee

Date: \_\_\_\_\_