

NON-BINDING LETTER OF INTENT

Date: [Insert Date]

[Seller Name/Agency Name]

[Address]

[City, State, Zip Code]

Re: Letter of Intent to Purchase Brand Identity Assets

Dear [Contact Name],

This Letter of Intent ("LOI") outlines the preliminary terms under which [Purchasing Law Firm Name] ("Buyer") intends to purchase the Brand Identity assets from [Seller Name] ("Seller").

1. Assets to be Acquired: The Buyer intends to acquire all rights, title, and interest in the brand identity package, including but not limited to:

- Registered and common law trademarks and service marks.
- Logos, color palettes, and typography.
- Domain names and social media handles.
- Marketing materials and style guides.

2. Purchase Price: The proposed purchase price for the assets is \$[Amount] USD, payable upon the execution of a definitive Purchase Agreement.

3. Due Diligence: Following the signing of this LOI, the Buyer will have a period of [Number] days to conduct a due diligence review of the assets, including trademark clearance searches and verification of ownership.

4. Definitive Agreement: The parties will negotiate in good faith to execute a formal Purchase Agreement containing standard representations, warranties, and indemnifications.

5. Exclusivity: The Seller agrees not to negotiate with other parties regarding the sale of these assets for a period of [Number] days from the date of this letter.

6. Non-Binding Nature: Except for the provisions regarding exclusivity and confidentiality, this letter is a non-binding expression of intent only. No legal obligations are created until a definitive Purchase Agreement is signed by both parties.

If these terms are acceptable, please sign and return a copy of this letter.

Sincerely,

[Your Name/Partner Name]

[Law Firm Name]

Agreed and Accepted:

[Seller Representative Name]

Date: [Insert Date]