

SIMPLE INFLUENCER AGREEMENT

Location: _____ Date: _____

Parties Information:

Influencer Full Name: _____

Influencer Contact Info (Phone/Email): _____

Brand/Company Full Name: _____

Brand/Company Contact Info (Phone/Email): _____

Agreement Terms:

Scope of Work: _____

Deliverables: _____

Compensation Amount: _____ USD

Payment Terms: _____

1. Services Provided

Influencer agrees to create and publish content as described in the Scope of Work section, representing the Brand's products and/or services according to the agreed schedule and specifications.

2. Content Ownership and Usage Rights

All content created by Influencer under this Agreement shall be owned by Brand. Influencer grants Brand a worldwide, royalty-free, perpetual license to use, reproduce, distribute, display, and create derivative works of the content in any media now known or hereafter developed.

3. Compensation

Brand agrees to pay Influencer the Compensation Amount specified above according to the Payment Terms. No additional compensation will be provided unless mutually agreed in writing.

4. Disclosure and Compliance

Influencer agrees to comply with all applicable Federal Trade Commission (FTC) guidelines and United States laws regarding endorsements and advertising, including proper disclosure of Material Connections.

5. Term and Termination

This Agreement shall commence upon execution and continue until all deliverables are completed and accepted. Either party may terminate this Agreement for material breach if the breach is not cured within fourteen (14) days after written notice.

6. Confidentiality

Both parties agree to keep confidential any non-public information disclosed during the term of this Agreement and refrain from unauthorized use or disclosure.

7. Representations and Warranties

Each party represents that it has the full right and authority to enter into this Agreement and that performance will not violate any other agreement.

8. Indemnification

Influencer agrees to indemnify and hold Brand harmless from any claims, damages, or liabilities arising out of Influencer's breach of this Agreement or violation of law.

9. Independent Contractor

Influencer is an independent contractor and not an employee or agent of Brand. Influencer is solely responsible for all taxes, insurance, and benefits.

10. Governing Law and Jurisdiction

This Agreement shall be governed by the laws of the State of _____ without regard to conflict of law principles. The parties consent to exclusive jurisdiction and venue in the state or federal courts located in _____ County, _____.

11. Entire Agreement and Amendments

This Agreement contains the entire understanding of the parties and supersedes all prior agreements. Amendments must be in writing and signed by both parties.

12. Notices

All notices under this Agreement shall be in writing and delivered personally, by certified mail, overnight courier, or email with confirmation to the addresses provided herein.

13. Force Majeure

Neither party shall be liable for failure or delay due to causes beyond its reasonable control, including acts of God, war, terrorism, strikes, or governmental actions.

14. Assignment

Neither party may assign this Agreement or its rights hereunder without the prior written consent of the other party.

15. Severability

If any provision is found invalid or unenforceable, the remainder shall continue in full force and effect.

16. Waiver

No waiver of any breach shall be deemed a waiver of any other or subsequent breach.

17. Counterparts and Electronic Signatures

This Agreement may be executed in counterparts and via electronic signatures, each of which is deemed an original.

INFLUENCER'S SIGNATURE

BRAND REPRESENTATIVE'S SIGNATURE

Signature: _____

Signature: _____

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