



SAMPLE FRANCHISE AGREEMENT

The Companies

- The Language Key Limited, located at 10/F China Merchants Commercial Building, 15-16 Connaught Road West, Sheung Wan, Hong Kong, business registration 22272160, represented by Mark Wood, Director.

and

- **Company Name and registered address**

have agreed to establish a Franchise Agreement (FA) by which The Language Key Limited (LKEY LTD) will act as the exclusive distributor for The Workplace English Training E-Platform (WETEE) in **Country Name**.

Exclusivity and Breach of Contract

Exclusive rights are given to **Company Name** to set up a franchise selling WETE and are valid for five years beginning on the date of signing this FA for the territory of **Country Name**, and will be renewed on the anniversary date of this FA unless written cancellation of the present FA is given to either party and for any reason to the other party three months in advance of the anniversary date of this FA.

Marketing Operations

Company Name is expressly authorized by LKEY LTD to duly market its products and services, using its best knowledge of the targeted markets' characteristics, and promoting WETE, quality and image in full accordance with LKEY LTD policy and quality needs.

Company Name is expressly authorized to promote and sell LKEY LTD's WETE platform to end customers, distributors and professional partners, within **Country Name**.

LKEY LTD will provide **Company Name** with marketing support in the form of presentation materials; direct sales support where appropriate and where due notice is given; training support for **Company Name** sales staff; full administrative support in the form of account setup, supervision and reporting of Usage Statistics.

LKEY LTD will provide **Company Name** with full technical support.

Course & Services Prices

Company Name will act as the exclusive franchise of LKEY LTD WETE platform within **Country Name**.

WETE subscription prices are at the discretion of **Company Name**.

Periodical reporting

Company Name will provide a periodical report every 90 days to LKEY LTD, so that LKEY LTD is able to follow up on **Company Name** activity and efficiency on the said market.



Arbitration

In case of disagreement, the parties will try to solve their dispute through arbitration services. The law applicable to any possible dispute between the partners, would be English Law. In case of disagreement between the parties, the forum of jurisdiction – either for arbitration or judicial proceedings – will be in Hong Kong, in all cases.

Signed on: **DATE**

Mark Wood
The Language Key Limited

Name of Director
Company Name
