



License agreement THE PACK / [Your Country]

This License Agreement ("Agreement") is made and entered into on [Date] by and between:

Licensor:

THE PACK, a division of Salens Communicate NV,
a company registered in Belgium, with its principal place of business
at Veldloopstraat 8, 2531 Vremde with company number BE 0455 300 776,
hereinafter referred to as "Licensor."

Licensee: [Company name + full address], hereinafter referred to as "Licensee."

Collectively referred to as "Parties" and individually as "Party."

1. GRANT OF LICENSE

- 1.1 Licensor hereby grants Licensee an exclusive license to operate under "THE PACK" brand in [Country] with new domain name approved by Licensor.
for example: <https://www.thepack-country/>
- 1.2 Licensee is authorized to use THE PACK's branding, website templates (Wordpress), trademarks, and existing content (translated in Licensee's language).
- 1.3 Licensee is responsible for managing and maintaining its own domain name, website, hosting, and content.

2. OBLIGATIONS OF LICENSEE

- 2.1 Licensee shall publish regular content related to electric motorcycles and light electric vehicles, maintaining high editorial standards.
- 2.2 Licensee shall not alter THE PACK's branding or misrepresent its association with Licensor.
- 2.3 Licensee shall secure advertising, partnerships, and paid content from Licensor's [MediaPack 2026](#) or other initiatives approved by Licensor.
- 2.4 Licensee shall submit quarterly reports detailing revenue, visitor statistics, and major business developments.
- 2.5 Licensee shall ensure compliance with all local laws and regulations, including content restrictions and data protection laws.



3. REVENUE SHARING & PAYMENT TERMS

3.1 Licensee agrees to have Licensor a commission of 30% on all revenue (based on Licensor's [MediaPack 2026](#)) generated from:

- Sponsored press release 'LEV'
- Sponsored press release 'B2B'
- Sponsored press release 'product'
- Branded content articles
- Test reviews
- Full screen image homepage
- Video on homepage
- Social media posts
- THE PACK Brand Ambassador Program
- THE PACK Plaza
- THE PACK Dealer Ad
- + Any other possible monetization streams developed by Licensee

3.2 When an e-brand wants to publish also on the global THE PACK website, Licensee will provide 'rough' texts and pictures for the publication. Licensor will create the article in cooperation with client. Licensor will pay a commission of 30% at Licensee for each lead.

3.3 Invoicing to clients shall be made by Licensee. Licensor sends commission invoice to Licensee when client has paid the full amount. Licensee will inform the client to pay a few days before publishing.

3.4 In case of late payments, a penalty of 8% per month shall apply (according to the Late Payment Regulation from the European Commission)

3.5 If a client refuses to pay Licensee, the article and all shared posts will be removed. If this is the case, Licensor will not receive the commission.

4. TERM & TERMINATION

4.1 This Agreement shall be valid for an initial term of 1 year and will automatically renew unless terminated by either Party with 2 months' notice. Any termination by either party must be supported by valid and documented reasons, duly communicated in writing to the other party with 2 months' notice.

4.2 Both parties may terminate this Agreement immediately if:

- Licensee is involved in illegal or unethical activities.
- Licensee fails to meet quality standards or damages the brand.
- Licensor fails to make commission payments.

4.3 Upon termination, Licensee must cease all use of THE PACK branding and transfer control of domain and digital assets (if applicable) to Licensor.



5. INTELLECTUAL PROPERTY

- 5.1 All trademarks, logos, and brand elements of THE PACK remain the sole property of Licensor.
- 5.2 Licensee shall not register or claim any domain names, social media accounts, or trademarks that conflict with THE PACK's branding.

6. LIABILITY & INDEMNIFICATION

- 6.1 Licensee is solely responsible for the content published under its domain and shall indemnify Licensor against any claims arising from its operations.
- 6.2 Licensor shall not be held liable for any third-party claims related to Licensee's content, partnerships, or business operations.

7. GOVERNING LAW & DISPUTE RESOLUTION

- 7.1 This Agreement shall be governed by and interpreted under the laws of Belgium.
- 7.2 Any disputes arising from this Agreement shall first be resolved through negotiation. If unresolved, disputes shall be submitted to arbitration in Belgium.

8. MISCELLANEOUS

- 8.1 This Agreement constitutes the entire understanding between the Parties and supersedes any prior agreements.
- 8.2 Any amendments must be made in writing and signed by both Parties.
- 8.3 If any provision of this Agreement is found invalid, the remaining provisions shall remain in full effect.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the Effective Date.

LICENSOR:
Guy Salens
Owner & Managing Director
Salens Communicatie NV
Division: THE PACK
[Date]

LICENSEE:
[Name of responsible person]
[Function title]
[Company name]
[Date]
[Signature]