**YOUR COMPANY NAME**

**Lead Purchase Agreement**

This Agreement is made and entered into on 6/1/2015 by and between YOUR COMPANY NAME (the “Supplier”) and CLIENT NAME (the “Lead Buyer”).

**General Provisions:**

A sales lead is defined as and contains the information found in Attachment A.

The Supplier assumes all costs of advertising, domains, web hosting and labor involved in collecting the leads. The Lead Buyer is purchasing completed leads submitted by prospective customers.

Leads will be electronically transmitted from the Supplier to the Lead Buyer to the Lead Buyer via email **or** direct telephone transfer.

All leads are generated directly by the Supplier and sold exclusively to Lead Buyer, for the exclusive use by the Lead Buyer. Leads will not be resold to any other entities.

**Fees:**

The Lead Buyer will pay the Supplier $\_\_\_\_\_\_ for each month of lead generation performed in Attachment A

**Payments:**

The Lead Buyer agrees to pay each invoice in full within 7 business days of receipt of invoice by electronic payment or check.

**Term and Termination:**

This agreement is ongoing from the initial start date. The agreement can be ended at any time by either party, with a written (email) notice. All pending lead payments must be fulfilled and paid in full by the Lead Buyer before canceling the agreement.

**Modification:**

This agreement may be amended from time to time by mutual consent. Any amendments to this agreement must be in writing and signed by both parties.

**Confidentiality:**

Each party acknowledges and agrees that any information relating to the other party’s business which is not generally known to the public is confidential and proprietary information. Neither party will disclose the Confidential Information to third parties without prior written agreement. This business agreement, relationship, or operating practices shall not be made public on any Website, Internet forum, social networking site, message board, or any other public media without the express written consent of both parties.

**Indemnification:**

(a) Supplier - The Supplier shall indemnify and hold harmless the Lead Buyer from and against any and all third party claims, demands, losses, damages and reasonable expenses (including, without limitation, reasonable legal fees) arising from or in connection with the conduct of this agreement.

(b) Lead Buyer - The Lead Buyer shall indemnify and hold harmless the Supplier from and against any and all third party claims, demands, losses, damages and reasonable expenses (including, without limitation, reasonable legal fees) arising from or in connection with the conduct of this agreement.

**Entire Agreement:**

The parties have read this Agreement and agree to be bound by its terms, and further agree that it constitutes the complete and entire agreement of the parties and supersedes all previous communications, oral or written, and all other communications between them relating to the license and to the subject hereof.

Supplier

YOUR COMPANY NAME

123 Fake St.

New York, NY 10001

888-123-1234

x\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lead Buyer

CLIENT NAME

245 Fake St.

New York, NY 10001

888-123-1234

x\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment A: Sales Lead Definition**

When using any lead capture forms, the sales lead will include the following valid information submitted by prospective customers:

-Name

-Email Address

-Phone Number

Leads including all the above information will be considered a completed lead.

In the case of video telephone transfer leads, a successful handoff from our telephone system to your telephone system is considered a completed lead.