

325F.986 EXCLUSIVITY AGREEMENTS.

Subdivision 1. **Writing required.** Every exclusivity agreement must be in writing and signed by the party against whom the agreement is sought to be enforced.

Subd. 2. **Obligation.** A lawful exclusivity agreement imposes, unless otherwise provided in the agreement, an obligation by the private label purchaser to use reasonable efforts in the development and promotion of the sale of the private label goods within the geographical territory covered by that exclusivity agreement.

History: *1993 c 372 s 5*