

NICE CLASSIFICATION - 3rd Edition, Version 1981

Class 35

ADVERTISING AND BUSINESS.

Explanatory Note

This Class includes, in particular:

- This class relates to services rendered by persons or organisations principally with the object of (1) help in the working or management of a commercial undertaking or (2) help in the management of the business affairs or commercial functions of an industrial or commercial enterprise;
- This class likewise includes advertising establishments primarily undertaking communications to the public, declarations or announcements by all means of diffusion and concerning all kinds of goods or services;
- Notes:;
- This class does not include an enterprise, the primary function of which is the sale of goods, i.e. a so-called commercial enterprise, but does include such secondary aspects of the enterprise as help it to function as such;
- This class includes services consisting of the registration, transcription, composition, compilation, transmission or systematization of written communications and registrations, and also the exploitation or compilation of mathematical or statistical data;
- This class does not include services such as evaluations and reports of engineers which do not directly refer to the working or management of affairs in a commercial or industrial enterprise;
- This class includes the services of advertising agencies and services such as the distribution of prospectuses, directly or through the post, or the distribution of samples. This class may refer to advertising in connection with other services, such as those concerning bank loans or advertising by radio;
- See Class 42 for professional consultations and the drawing up of plans not connected with the conduct of business.

Basic no.	Indication
350030	auctioneering
350017	auditing
350015	book-keeping / accounting
359491	burglar alarm
350001	business management assistance
350002	business inquiries
350020	business management consulting
350032	business appraisals
350033	business investigations
350041	business research
350048	advisory services for business management
359996	business organization consulting
359997	business management and organization consulting
350006	commercial information agencies
350025	commercial or industrial management assistance
350007	cost price analysis

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350023	demonstration of goods
350024	direct mail advertising
350008	dissemination of advertising matter
350028	distribution of samples
350026	document reproduction
350029	efficiency experts
350012	employment agencies
358986	financial appraisals
359490	fire alarm
358984	fiscal studies / fiscal assessments
350005	import-export agencies
359994	leasing of billboards
359489	legal services
350034	location of freight cars by computer / location of freight-cars by computer
350031	marketing studies
350051	marketing research
350013	office machine and equipment rental
359488	offset printing
350003	outdoor advertising / bill-posting
358983	patent agencies
350019	personnel management consulting / personnel management
350009	photocopying
350042	public relations
350038	publication of publicity texts
350021	publicity columns preparation
350027	publicity leaflets issuing
350035	publicity material rental / rental of publicity material
350039	publicity / advertising
350047	publicity agencies / advertising agencies
350040	radio commercials / radio advertising
350046	shop window dressing

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350043	shorthand
359998	statements of accounts
350014	statistical information
359993	stock exchange quotations
350044	television commercials / television advertising
350045	transcription
358985	trusteeship / fiduciary
350022	typing
350010	valuation of standing timber / evaluation of standing timber