

## NICE CLASSIFICATION - 5<sup>th</sup> Edition, Version 1987

### Class 35

Advertising and business.

#### Explanatory Note

This class includes mainly services rendered by persons or organizations principally with the object of: help in the working or management of a commercial undertaking, or help in the management of the business affairs or commercial functions of an industrial or commercial enterprise, as well as services rendered by advertising establishments primarily undertaking communications to the public, declarations or announcements by all means of diffusion and concerning all kinds of goods or services.

This Class includes, in particular:

- 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;
- 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.

This Class does not include, in particular:

- activity of an enterprise the primary function of which is the sale of goods, i.e. of a so-called commercial enterprise;
- 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 (consult the Alphabetical list of Services);
- professional consultations and the drawing up of plans not connected with the conduct of business (Cl. 42).

| Basic no. | Indication                                             |
|-----------|--------------------------------------------------------|
| 350030    | <b>auctioneering</b>                                   |
| 350017    | <b>auditing</b>                                        |
| 350015    | <b>book-keeping / accounting</b>                       |
| 350001    | <b>business</b> management assistance                  |
| 350002    | <b>business</b> inquiries                              |
| 350020    | <b>business</b> management consulting                  |
| 350032    | <b>business</b> appraisals                             |
| 350033    | <b>business</b> investigations                         |
| 350041    | <b>business</b> research                               |
| 350048    | advisory services for <b>business</b> management       |
| 359996    | <b>business</b> organization consulting                |
| 359997    | <b>business</b> management and organization consulting |
| 350006    | <b>commercial</b> information agencies                 |
| 350025    | <b>commercial</b> or industrial management assistance  |
| 350007    | <b>cost</b> price analysis                             |
| 350023    | <b>demonstration</b> of goods                          |

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|        |                                                                                           |
|--------|-------------------------------------------------------------------------------------------|
| 350024 | <b>direct</b> mail advertising                                                            |
| 350008 | <b>dissemination</b> of advertising matter                                                |
| 350028 | <b>distribution</b> of samples                                                            |
| 350026 | <b>document</b> reproduction                                                              |
| 350029 | <b>efficiency</b> experts                                                                 |
| 350012 | <b>employment</b> agencies                                                                |
| 350050 | <b>evaluation</b> of wool / <b>grading</b> of wool                                        |
| 350005 | <b>import-export</b> agencies                                                             |
| 359995 | <b>industrial</b> property consultants                                                    |
| 359994 | <b>leasing</b> of billboards                                                              |
| 350034 | <b>location</b> of freight cars by computer / <b>location</b> of freight-cars by computer |
| 350031 | <b>marketing</b> studies                                                                  |
| 350051 | <b>marketing</b> research                                                                 |
| 350049 | <b>modelling</b> for advertising or sales promotion                                       |
| 350013 | <b>office</b> machine and equipment rental                                                |
| 350003 | <b>outdoor</b> advertising / <b>bill-posting</b>                                          |
| 350019 | <b>personnel</b> management consulting                                                    |
| 350009 | <b>photocopying</b>                                                                       |
| 350042 | <b>public</b> relations                                                                   |
| 350038 | <b>publication</b> of publicity texts                                                     |
| 350021 | <b>publicity</b> columns preparation                                                      |
| 350027 | <b>publicity</b> leaflets issuing                                                         |
| 350035 | <b>publicity</b> material rental                                                          |
| 350039 | <b>publicity</b> / <b>advertising</b>                                                     |
| 350047 | <b>publicity</b> agencies / <b>advertising</b> agencies                                   |
| 350040 | <b>radio</b> commercials / <b>radio</b> advertising                                       |
| 350046 | <b>shop</b> window dressing                                                               |
| 350043 | <b>shorthand</b>                                                                          |
| 359998 | <b>statements</b> of accounts                                                             |
| 350014 | <b>statistical</b> information                                                            |
| 359993 | <b>stock</b> exchange quotations                                                          |

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|        |                                                                            |
|--------|----------------------------------------------------------------------------|
| 350044 | <b>television</b> commercials / <b>television</b> advertising              |
| 350045 | <b>transcription</b>                                                       |
| 350022 | <b>typing</b>                                                              |
| 350010 | <b>valuation</b> of standing timber / <b>evaluation</b> of standing timber |