

NICE CLASSIFICATION - 6th Edition, Version 1992

Class 35

Advertising; business management; business administration; office functions.

Explanatory Note

This class includes mainly services rendered by persons or organizations 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, 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
350070	rental of advertising space
350030	auctioneering
350017	auditing
350015	book-keeping / accounting
350001	business management assistance
350002	business inquiries
350018	business management and organization consultancy
350020	business management consultancy
350032	business appraisals
350033	business investigations
350036	business organization consultancy
350041	business research
350048	advisory services for business management
350062	professional business consultancy
350065	business information
350006	commercial information agencies

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350025	commercial or industrial management assistance / commercial or industrial management assistance / commercial or industrial management assistance
350061	computerized file management
350007	cost price analysis
350023	demonstration of goods
350024	direct mail advertising
350008	dissemination of advertising matter
350028	distribution of samples
350026	document reproduction
350016	drawing up of statements of accounts
350063	economic forecasting
350029	efficiency experts
350012	employment agencies
350050	evaluation of wool / grading of wool
350005	import-export agencies
350034	location of freight cars by computer / location of freight-cars by computer
350031	marketing studies
350051	marketing research
350049	modelling for advertising or sales promotion
350076	arranging newspaper subscriptions [for others]
350013	office machines and equipment rental
350066	opinion polling
350064	organization of exhibitions for commercial or advertising purposes
350003	outdoor advertising / bill-posting
350067	payroll preparation
350019	personnel management consultancy
350068	personnel recruitment
350009	photocopying
350042	public relations
350038	publication of publicity texts
350021	publicity columns preparation
350035	publicity material rental

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350039	publicity / advertising
350047	publicity agencies / advertising agencies
350040	radio commercials / radio advertising
350069	relocation services for businesses
350071	sales promotion [for others]
350072	secretarial services
350046	shop window dressing
350043	shorthand
350014	statistical information
350073	tax preparation
350074	telephone answering [for unavailable subscribers]
350044	television commercials / television advertising
350045	transcription
350022	typing
350027	updating of advertising material
350010	valuation of standing timber / evaluation of standing timber
350075	word processing