

NICE CLASSIFICATION - 8th Edition, Version 2002

Class 35

Advertising; business management; business administration; office functions.

Explanatory Note

Class 35 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:

- the bringing together, for the benefit of others, of a variety of goods (excluding the transport thereof), enabling customers to conveniently view and purchase those goods;
- services consisting of the registration, transcription, composition, compilation 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:

- the 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).

Basic no.	Indication
350039	advertising / publicity
350047	advertising agencies / publicity agencies
350070	rental of advertising space
350077	advertising by mail order
350087	rental of advertising time on communication media
350030	auctioneering
350017	auditing
350003	bill-posting / outdoor advertising
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

NICE CLASSIFICATION - 8th Edition, Version 2002

350041	business research
350048	advisory services for business management
350062	professional business consultancy
350065	business information
350078	business management of hotels
350079	business management of performing artists
350006	commercial information agencies
350025	commercial or industrial management assistance
350080	compilation of information into computer databases
350061	computerized file management
350007	cost price analysis
350086	data search in computer files [for others]
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
350010	evaluation of standing timber / valuation of standing timber
350050	grading of wool / evaluation of wool
350005	import-export agencies
350084	on-line advertising on a computer network
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
350088	news clipping services
350076	arranging newspaper subscriptions [for others]

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350013	office machines and equipment rental*
350066	opinion polling
350064	organization of exhibitions for commercial or advertising purposes
350082	organization of trade fairs for commercial or advertising purposes / organization of trade fairs for commercial or advertising purposes
350067	payroll preparation
350019	personnel management consultancy
350068	personnel recruitment
350009	photocopying
350083	rental of photocopying machines
350085	procurement services for others [purchasing goods and services for other businesses]
350090	psychological testing for the selection of personnel
350042	public relations
350038	publication of publicity texts
350021	publicity columns preparation
350035	publicity material rental
350040	radio advertising / radio commercials
350069	relocation services for businesses
350071	sales promotion [for others]
350072	secretarial services
350046	shop window dressing
350043	shorthand
350014	statistical information
350081	systemization of information into computer databases
350073	tax preparation
350074	telephone answering [for unavailable subscribers]
350044	television advertising / television commercials
350045	transcription
350022	typing
350027	updating of advertising material
350089	rental of vending machines
350075	word processing