

NICE CLASSIFICATION - 10th Edition, Version 2012

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: 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:

- 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; such services may be provided by retail stores, wholesale outlets, through mail order catalogues or by means of electronic media, for example, through web sites or television shopping programmes;
- services consisting of the registration, transcription, composition, compilation or systematization of written communications and registrations, and also the 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:

- 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
350096	commercial administration of the licensing of the goods and services of others
350008	dissemination of advertising matter
350027	updating of advertising material
350039	advertising / publicity
350047	advertising agencies / publicity agencies
350070	rental of advertising space
350077	advertising by mail order
350093	commercial information and advice for consumers [consumer advice shop]
350007	cost price analysis
350074	telephone answering for unavailable subscribers
350032	business appraisals
350079	business management of performing artists
350001	business management assistance
350030	auctioneering
350017	auditing
350003	bill-posting / outdoor advertising

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350015	book-keeping / accounting
350018	business management and organization consultancy
350020	business management consultancy
350036	business organization consultancy
350062	professional business consultancy
350105	business management of sports people
350069	relocation services for businesses
350092	presentation of goods on communication media, for retail purposes
350091	price comparison services
350080	compilation of information into computer databases
350081	systemization of information into computer databases
350086	data search in computer files for others
350023	demonstration of goods
350024	direct mail advertising
350029	efficiency experts
350012	employment agencies
350064	organization of exhibitions for commercial or advertising purposes
350103	organization of fashion shows for promotional purposes
350061	computerized file management
350063	economic forecasting
350078	business management of hotels
350005	import-export agencies
350025	commercial or industrial management assistance
350006	commercial information agencies
350065	business information
350002	business inquiries
350033	business investigations
350098	invoicing
350101	layout services for advertising purposes
350019	personnel management consultancy
350048	advisory services for business management

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350031	marketing studies
350051	marketing research
350106	marketing
350049	modelling for advertising or sales promotion
350088	news clipping services
350076	arranging newspaper subscriptions for others
350084	on-line advertising on a computer network
350082	organization of trade fairs for commercial or advertising purposes / organization of trade fairs for commercial or advertising purposes
350097	outsourcing services [business assistance]
350067	payroll preparation
350009	photocopying services
350066	opinion polling
350075	word processing
350095	administrative processing of purchase orders
350085	procurement services for others [purchasing goods and services for other businesses]
350104	production of advertising films
350042	public relations
350021	publicity columns preparation
350038	publication of publicity texts
350099	writing of publicity texts
350040	radio advertising / radio commercials
350068	personnel recruitment
350013	office machines and equipment rental *
350035	publicity material rental
350083	rental of photocopying machines
350087	rental of advertising time on communication media
350026	document reproduction
350041	business research
350071	sales promotion for others
350028	distribution of samples
350072	secretarial services

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350046	shop window dressing
350043	shorthand
350102	sponsorship search
350016	drawing up of statements of accounts
350100	compilation of statistics
350094	arranging subscriptions to telecommunication services for others
350073	tax preparation
350107	telemarketing services
350044	television advertising / television commercials
350090	psychological testing for the selection of personnel
350045	transcription
350022	typing
350089	rental of vending machines