

NICE CLASSIFICATION - 10th Edition, Version 2014

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; 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
	• Advertising, marketing and promotional services
350039	advertising / publicity
350047	advertising agencies / publicity agencies
350104	production of advertising films
350003	bill-posting / outdoor advertising
350101	layout services for advertising purposes
350084	on-line advertising on a computer network
350106	marketing
350049	modelling for advertising or sales promotion
350113	pay per click advertising
350038	publication of publicity texts
350035	publicity material rental
350040	radio advertising / radio commercials
350071	sales promotion for others
350111	search engine optimization / search engine optimisation
350102	sponsorship search

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350107	telemarketing services
350044	television advertising / television commercials
350027	updating of advertising material
350112	web site traffic optimization / web site traffic optimisation
350099	writing of publicity texts
	• • Public relations services
350042	public relations
	• • Product demonstrations and product display services
350023	demonstration of goods
350092	presentation of goods on communication media, for retail purposes
350046	shop window dressing
	• • Trade show and exhibition services
350064	organization of exhibitions for commercial or advertising purposes
350082	organization of trade fairs for commercial or advertising purposes
350103	organization of fashion shows for promotional purposes
	• • Loyalty, incentive and bonus program services
	• • Provision of advertising space, time and media
350070	rental of advertising space
350087	rental of advertising time on communication media
	• • Distribution of advertising, marketing and promotional material
350077	advertising by mail order
350024	direct mail advertising
350008	dissemination of advertising matter
350028	distribution of samples
	• • Advertising, marketing and promotional consultancy, advisory and assistance services
	• Commercial trading and consumer information services
350095	administrative processing of purchase orders
350093	commercial information and advice for consumers [consumer advice shop]
350096	commercial administration of the licensing of the goods and services of others
350005	import-export agencies

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350116	negotiation and conclusion of commercial transactions for third parties
350076	arranging newspaper subscriptions for others
350091	price comparison services
350085	procurement services for others [purchasing goods and services for other businesses]
350094	arranging subscriptions to telecommunication services for others
	• • Retail and wholesale services
350108	retail or wholesale services for pharmaceutical, veterinary and sanitary preparations and medical supplies
350109	rental of sales stands
	• • Auctioneering services
350030	auctioneering
	• • Rental of vending machines
350089	rental of vending machines
	• Business assistance, management and administrative services
350001	business management assistance
350002	business inquiries
350029	business efficiency expert services
350078	business management of hotels
350079	business management of performing artists
350105	business management of sports people
350115	business management for freelance service providers
350118	business project management services for construction projects
350025	commercial or industrial management assistance
350110	provision of commercial and business contact information
350114	commercial intermediation services
350097	outsourcing services [business assistance]
350069	relocation services for businesses
350074	telephone answering for unavailable subscribers
	• • Accountancy, book keeping and auditing
350015	book-keeping / accounting
350017	business auditing

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350016	drawing up of statements of accounts
350073	tax preparation
	• • Administrative data processing
350080	compilation of information into computer databases
350061	computerized file management
350086	data search in computer files for others
350081	systemization of information into computer databases
	• • Human resources management and recruitment services
350012	employment agencies
350019	personnel management consultancy
350068	personnel recruitment
350090	psychological testing for the selection of personnel
	• • Clerical services
350026	document reproduction
350098	invoicing
350067	payroll preparation
350009	photocopying services
350072	secretarial services
350043	shorthand
350045	transcription of communications [office functions]
350022	typing
350117	updating and maintenance of data in computer databases
350075	word processing
	• • Business consultancy and advisory services
350018	business management and organization consultancy
350020	business management consultancy
350036	business organization consultancy
350048	advisory services for business management
350062	professional business consultancy
	• • Rental of office machines
350013	office machines and equipment rental*

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350083	rental of photocopying machines
	• Business analysis, research and information services
350032	business appraisals
350033	business investigations
350041	business research
350065	business information
350119	providing business information via a web site
350006	commercial information agencies
350007	cost price analysis
350063	economic forecasting
350088	news clipping services
	• • Market research
350031	marketing studies
350051	marketing research
350066	opinion polling
	• • Collection and systematization of business data
350100	compilation of statistics