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
350128	**administration** of frequent flyer programs
350131	**administration** of consumer loyalty programs
350095	**administrative** processing of purchase orders
350039	**advertising** / **publicity**
350047	**advertising** agency services / **publicity** agency services
350070	rental of **advertising** space
350077	**advertising** by mail order
350087	rental of **advertising** time on communication media
350104	production of **advertising** films
350129	**appointment** scheduling services [office functions]
350130	**appointment** reminder services [office functions]
350030	**auctioneering**
350003	**bill-posting** / **outdoor** advertising
350125	rental of **billboards** [advertising boards]
350015	**book-keeping** / **accounting**

350124	**business** management of reimbursement programmes for others / **business** management of reimbursement programs for others
350115	**business** management for freelance service providers
350118	**business** project management services for construction projects
350119	providing **business** information via a web site
350001	**business** management assistance
350002	**business** inquiries
350017	**business** auditing
350018	**business** management and organization consultancy
350020	**business** management consultancy
350029	**business** efficiency expert services
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
350078	**business** management of hotels
350079	**business** management of performing artists
350105	**business** management of sports people
350110	provision of **commercial** and business contact information
350114	**commercial** intermediation services
350006	**commercial** information agency services
350025	**commercial** or industrial management assistance
350093	**commercial** information and advice for consumers [consumer advice shop]
350096	**commercial** administration of the licensing of the goods and services of others
350080	**compilation** of information into computer databases
350100	**compilation** of statistics
350061	**computerized** file management
350007	**cost** price analysis
350086	**data** search in computer files for others

350023	**demonstration** of goods
350121	**design** of advertising materials
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
350012	**employment** agency services
350005	**import-export** agency services
350098	**invoicing**
350101	**layout** services for advertising purposes
350031	**market** studies
350051	**marketing** research
350106	**marketing**
350049	**modelling** for advertising or sales promotion
350116	**negotiation** and conclusion of commercial transactions for third parties
350088	**news** clipping services
350076	arranging **newspaper** subscriptions for others
350013	**office** machines and equipment rental*
350120	provision of an **on-line** marketplace for buyers and sellers of goods and services
350084	**on-line** advertising on a computer network
350066	**opinion** polling
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
350122	**outsourced** administrative management for companies
350097	**outsourcing** services [business assistance]
350113	**pay** per click advertising
350067	**payroll** preparation
350019	**personnel** management consultancy

350068	**personnel** recruitment
350009	**photocopying** services
350083	rental of **photocopying** machines
350092	**presentation** of goods on communication media, for retail purposes
350091	**price** comparison services
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
350035	**publicity** material rental
350040	**radio** advertising
350069	**relocation** services for businesses
350108	**retail** or wholesale services for pharmaceutical, veterinary and sanitary preparations and medical supplies
350109	rental of **sales** stands
350071	**sales** promotion for others
350132	**scriptwriting** for advertising purposes
350111	**search** engine optimization for sales promotion / **search** engine optimisation for sales promotion
350072	**secretarial** services
350046	**shop** window dressing
350043	**shorthand**
350102	**sponsorship** search
350094	arranging **subscriptions** to telecommunication services for others
350081	**systemization** of information into computer databases
350123	**tax** filing services
350073	**tax** preparation
350107	**telemarketing** services
350074	**telephone** answering for unavailable subscribers
350044	**television** advertising
350045	**transcription** of communications [office functions]
350022	**typing**
350117	**updating** and maintenance of data in computer databases

350027	**updating** of advertising material
350089	rental of **vending** machines
350127	**web** indexing for commercial or advertising purposes
350112	**web** site traffic optimization / **web** site traffic optimisation
350075	**word** processing
350126	**writing** of curriculum vitae for others / **writing** of résumés for others
350099	**writing** of publicity texts