

NICE CLASSIFICATION - 11th Edition, Version 2018

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 vending machines, 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 agency services / publicity agency services
350104	production of advertising films
350003	bill-posting
350121	design of advertising materials
350101	layout services for advertising purposes
350106	marketing
350155	marketing in the framework of software publishing
350049	modelling for advertising or sales promotion
350084	on-line advertising on a computer network
350152	outdoor advertising

NICE CLASSIFICATION - 11th Edition, Version 2018

350113	pay per click advertising
350141	promotion of goods and services through sponsorship of sports events
350042	public relations
350038	publication of publicity texts
350035	publicity material rental
350040	radio advertising
350071	sales promotion for others
350109	rental of sales stands
350132	scriptwriting for advertising purposes
350111	search engine optimization for sales promotion / search engine optimisation for sales promotion
350102	sponsorship search
350150	targeted marketing
350107	telemarketing services
350137	production of teleshopping programmes / production of teleshopping programs
350044	television advertising
350027	updating of advertising material
350112	web site traffic optimization / web site traffic optimisation
350127	web indexing for commercial or advertising purposes
350099	writing of publicity texts
	• • PUBLIC RELATIONS SERVICES
350138	consultancy regarding public relations communication strategies
	• • 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 COMMERCIAL 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
350128	administration of frequent flyer programs

NICE CLASSIFICATION - 11th Edition, Version 2018

350131	administration of consumer loyalty programs
	• • PROVISION OF ADVERTISING SPACE, TIME AND MEDIA
350070	rental of advertising space
350087	rental of advertising time on communication media
350125	rental of billboards [advertising boards]
	• • 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
350139	consultancy regarding advertising communication strategies
	• COMMERCIAL TRADING AND CONSUMER INFORMATION SERVICES
350095	administrative processing of purchase orders
350030	auctioneering
350136	business intermediary services relating to the matching of potential private investors with entrepreneurs needing funding
350093	commercial information and advice for consumers in the choice of products and services
350096	commercial administration of the licensing of the goods and services of others
350005	import-export agency services
350116	negotiation and conclusion of commercial transactions for third parties
350076	arranging newspaper subscriptions for others
350120	provision of an on-line marketplace for buyers and sellers of goods and services
350091	price comparison services
350085	procurement services for others [purchasing goods and services for other businesses]
350094	arranging subscriptions to telecommunication services for others
350107	telemarketing services
350137	production of teleshopping programmes / production of teleshopping programs
350089	rental of vending machines
	• • RETAIL AND WHOLESALE SERVICES
350145	online retail services for downloadable digital music

NICE CLASSIFICATION - 11th Edition, Version 2018

350146	online retail services for downloadable ring tones
350147	online retail services for downloadable and pre-recorded music and movies
350108	retail services for pharmaceutical, veterinary and sanitary preparations and medical supplies
350153	retail services for works of art provided by art galleries
350109	rental of sales stands
350148	wholesale services for pharmaceutical, veterinary and sanitary preparations and medical supplies
	• • AUCTIONEERING SERVICES
	• • RENTAL OF VENDING MACHINES
	• BUSINESS ASSISTANCE, MANAGEMENT AND ADMINISTRATIVE SERVICES
350154	administrative assistance in responding to calls for tenders / administrative assistance in responding to requests for proposals [RFPs]
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
350124	business management of reimbursement programmes for others / business management of reimbursement programs for others
350025	commercial or industrial management assistance
350096	commercial administration of the licensing of the goods and services of others
350110	provision of commercial and business contact information
350114	commercial intermediation services
350142	competitive intelligence services
350151	interim business management
350143	market intelligence services
350140	negotiation of business contracts for others
350122	outsourced administrative management for companies
350097	outsourcing services [business assistance]
350133	registration of written communications and data

NICE CLASSIFICATION - 11th Edition, Version 2018

350069	relocation services for businesses
350074	telephone answering for unavailable subscribers
350134	updating and maintenance of information in registries
	• • ACCOUNTANCY, BOOK KEEPING AND AUDITING
350015	book-keeping / accounting
350017	business auditing
350016	drawing up of statements of accounts
350144	financial auditing
350073	tax preparation
350123	tax filing services
	• • ADMINISTRATIVE DATA PROCESSING
350080	compilation of information into computer databases
350100	compilation of statistics
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 agency services
350049	modelling for advertising or sales promotion
350019	personnel management consultancy
350068	personnel recruitment
350090	psychological testing for the selection of personnel
350126	writing of curriculum vitae for others / writing of résumés for others
	• • CLERICAL SERVICES
350129	appointment scheduling services [office functions]
350130	appointment reminder services [office functions]
350026	document reproduction
350149	gift registry services
350098	invoicing
350067	payroll preparation
350009	photocopying services

NICE CLASSIFICATION - 11th Edition, Version 2018

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*
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 agency services
350007	cost price analysis
350063	economic forecasting
350031	market studies
350051	marketing research
350088	news clipping services
	• • MARKET RESEARCH
350051	marketing research
350066	opinion polling
	• • COLLECTION AND SYSTEMATIZATION OF BUSINESS DATA

NICE CLASSIFICATION - 11th Edition, Version 2018

350135	compiling indexes of information for commercial or advertising purposes
--------	--