

# NICE CLASSIFICATION - 11<sup>th</sup> Edition, Version 2022

## Class 35

Advertising; business management, organization and administration; office functions.

### Explanatory Note

Class 35 includes mainly services involving business management, operation, organization and administration of a commercial or industrial enterprise, as well as advertising, marketing and promotional services. For the purposes of classification, the sale of goods is not considered to be a service.

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;
- advertising, marketing and promotional services, for example, distribution of samples, development of advertising concepts, writing and publication of publicity texts;
- shop window dressing;
- public relations services;
- production of teleshopping programmes;
- organization of trade fairs and exhibitions for commercial or advertising purposes;
- search engine optimization for sales promotion;
- commercial assistance services, for example, personnel recruitment, negotiation of business contracts for others, cost price analysis, import-export agency services;
- administration services relating to business transactions and financial records, for example, book-keeping, drawing up of statements of accounts, business and financial auditing, business appraisals, tax preparation and filing services;
- commercial administration of the licensing of the goods and services of others;
- services consisting of the registration, transcription, composition, compilation or systematization of written communications and registrations, and also the compilation of mathematical or statistical data;
- office functions, for example, appointment scheduling and reminder services, data search in computer files for others, computerized file management, telephone switchboard services.

This Class does not include, in particular:

- financial services, for example, financial analysis, financial management, financial sponsorship (Cl. 36);
- real estate management (Cl. 36);
- stock brokerage services (Cl. 36);
- transportation logistics (Cl. 39);
- energy auditing (Cl. 42);
- graphic design of promotional materials (Cl. 42);
- legal services in relation to the negotiation of contracts for others (Cl. 45);
- licensing of intellectual property, legal administration of licences, copyright management (Cl. 45);
- registration of domain names (Cl. 45).

Basic No.	Indication
350131	<b>administration</b> of consumer loyalty programs
350128	<b>administration</b> of frequent flyer programs
350154	<b>administrative</b> assistance in responding to calls for tenders / <b>administrative</b> assistance in responding to requests for proposals [RFPs]

## NICE CLASSIFICATION - 11<sup>th</sup> Edition, Version 2022

350095	<b>administrative</b> processing of purchase orders
350165	<b>administrative</b> services for medical referrals
350069	<b>administrative</b> services for the relocation of businesses
350039	<b>advertising / publicity</b>
350047	<b>advertising</b> agency services / <b>publicity</b> agency services
350077	<b>advertising</b> by mail order
350104	production of <b>advertising</b> films
350070	rental of <b>advertising</b> space
350087	rental of <b>advertising</b> time on communication media
350178	advertising services to create brand identity for others
350130	<b>appointment</b> reminder services [office functions]
350129	<b>appointment</b> scheduling services [office functions]
350171	arranging subscriptions to electronic toll collection [ETC] services for others
350030	<b>auctioneering</b>
350003	<b>bill-posting</b>
350125	rental of <b>billboards</b> [advertising boards]
350015	<b>book-keeping / accounting</b>
350048	advisory services for <b>business</b> management
350032	<b>business</b> appraisals
350017	<b>business</b> auditing
350029	<b>business</b> efficiency expert services
350002	<b>business</b> inquiries
350136	<b>business</b> intermediary services relating to the matching of potential private investors with entrepreneurs needing funding
350033	<b>business</b> investigations
350018	<b>business</b> management and organization consultancy
350001	<b>business</b> management assistance
350020	<b>business</b> management consultancy
350115	<b>business</b> management for freelance service providers
350078	<b>business</b> management of hotels
350079	<b>business</b> management of performing artists

## NICE CLASSIFICATION - 11<sup>th</sup> Edition, Version 2022

350124	<b>business</b> management of reimbursement programmes for others / <b>business</b> management of reimbursement programs for others
350105	<b>business</b> management of sports people
350036	<b>business</b> organization consultancy
350118	<b>business</b> project management services for construction projects
350041	<b>business</b> research
350062	professional <b>business</b> consultancy
350065	providing <b>business</b> information
350119	providing <b>business</b> information via a website
350166	business consulting services for digital transformation
350167	business intermediary services relating to the matching of various professionals with clients
350096	<b>commercial</b> administration of the licensing of the goods and services of others
350006	<b>commercial</b> information agency services
350114	<b>commercial</b> intermediation services
350159	<b>commercial</b> lobbying services
350025	<b>commercial</b> or industrial management assistance
350110	providing <b>commercial</b> and business contact information
350093	providing <b>commercial</b> information and advice for consumers in the choice of products and services
350142	<b>competitive</b> intelligence services
350080	<b>compilation</b> of information into computer databases
350100	<b>compilation</b> of statistics
350135	<b>compiling</b> indexes of information for commercial or advertising purposes
350061	<b>computerized</b> file management
350176	computerized management of medical records and files
350172	conducting of commercial events
350139	<b>consultancy</b> regarding advertising communication strategies
350138	<b>consultancy</b> regarding public relations communication strategies
350164	<b>consumer</b> profiling for commercial or marketing purposes
350157	<b>corporate</b> communications services
350007	<b>cost</b> price analysis
350086	<b>data</b> search in computer files for others

## NICE CLASSIFICATION - 11<sup>th</sup> Edition, Version 2022

350173	data processing services [office functions]
350023	<b>demonstration</b> of goods
350121	<b>development</b> of advertising concepts
350024	<b>direct</b> mail advertising
350008	<b>dissemination</b> of advertising matter
350028	<b>distribution</b> of samples
350016	<b>drawing</b> up of statements of accounts
350063	<b>economic</b> forecasting
350012	<b>employment</b> agency services
350064	organization of <b>exhibitions</b> for commercial or advertising purposes
350103	organization of <b>fashion</b> shows for promotional purposes
350144	<b>financial</b> auditing
350149	<b>gift</b> registry services
350005	<b>import-export</b> agency services
350180	influencer marketing
350151	<b>interim</b> business management
350098	<b>invoicing</b>
350101	<b>layout</b> services for advertising purposes
350175	lead generation services
350143	<b>market</b> intelligence services
350031	<b>market</b> studies
350106	<b>marketing</b>
350155	<b>marketing</b> in the framework of software publishing
350051	<b>marketing</b> research
350156	<b>media</b> relations services
350049	<b>modelling</b> for advertising or sales promotion
350116	<b>negotiation</b> and conclusion of commercial transactions for third parties
350140	<b>negotiation</b> of business contracts for others
350088	<b>news</b> clipping services
350076	arranging <b>newspaper</b> subscriptions for others
350013	<b>office</b> machines and equipment rental*

## NICE CLASSIFICATION - 11<sup>th</sup> Edition, Version 2022

350158	rental of <b>office</b> equipment in co-working facilities
350084	<b>online</b> advertising on a computer network
350147	<b>online</b> retail services for downloadable and pre-recorded music and movies
350145	<b>online</b> retail services for downloadable digital music
350146	<b>online</b> retail services for downloadable ring tones
350120	provision of an <b>online</b> marketplace for buyers and sellers of goods and services
350177	online ordering services in the field of restaurant take-out and delivery
350066	<b>opinion</b> polling
350152	<b>outdoor</b> advertising
350122	<b>outsourced</b> administrative management for companies
350097	<b>outsourcing</b> services [business assistance]
350113	<b>pay</b> per click advertising
350067	<b>payroll</b> preparation
350019	<b>personnel</b> management consultancy
350068	<b>personnel</b> recruitment
350009	<b>photocopying</b> services
350083	rental of <b>photocopying</b> machines
350169	preparation of business profitability studies
350092	<b>presentation</b> of goods on communication media, for retail purposes
350091	<b>price</b> comparison services
350085	<b>procurement</b> services for others [purchasing goods and services for other businesses]
350141	<b>promotion</b> of goods and services through sponsorship of sports events
350179	promotion of goods through influencers
350170	providing telephone directory information
350090	<b>psychological</b> testing for the selection of personnel
350042	<b>public</b> relations
350038	<b>publication</b> of publicity texts
350035	<b>publicity</b> material rental
350040	<b>radio</b> advertising
350168	reception services for visitors [office functions]
350133	<b>registration</b> of written communications and data

## NICE CLASSIFICATION - 11<sup>th</sup> Edition, Version 2022

350174	rental of cash registers
350108	<b>retail</b> services for pharmaceutical, veterinary and sanitary preparations and medical supplies
350153	<b>retail</b> services for works of art provided by art galleries
350163	<b>retail</b> services relating to bakery products
350109	rental of <b>sales</b> stands
350071	<b>sales</b> promotion for others
350132	<b>scriptwriting</b> for advertising purposes
350111	<b>search</b> engine optimization for sales promotion / <b>search</b> engine optimisation for sales promotion
350072	<b>secretarial</b> services
350046	<b>shop</b> window dressing
350043	<b>shorthand</b>
350102	<b>sponsorship</b> search
350094	arranging <b>subscriptions</b> to telecommunication services for others
350081	<b>systemization</b> of information into computer databases
350150	<b>targeted</b> marketing
350123	<b>tax</b> filing services
350073	<b>tax</b> preparation
350107	<b>telemarketing</b> services
350074	<b>telephone</b> answering for unavailable subscribers
350162	<b>telephone</b> switchboard services
350137	production of <b>teleshopping</b> programmes / production of <b>teleshopping</b> programs
350044	<b>television</b> advertising
350082	organization of <b>trade</b> fairs
350045	<b>transcription</b> of communications [office functions]
350022	<b>typing</b>
350117	<b>updating</b> and maintenance of data in computer databases
350134	<b>updating</b> and maintenance of information in registries
350027	<b>updating</b> of advertising material
350161	providing <b>user</b> rankings for commercial or advertising purposes / providing <b>user</b> ratings for commercial or advertising purposes
350160	providing <b>user</b> reviews for commercial or advertising purposes

## NICE CLASSIFICATION - 11<sup>th</sup> Edition, Version 2022

350089	rental of <b>vending</b> machines
350127	<b>web</b> indexing for commercial or advertising purposes
350112	<b>website</b> traffic optimization / <b>website</b> traffic optimisation
350148	<b>wholesale</b> services for pharmaceutical, veterinary and sanitary preparations and medical supplies
350075	<b>word</b> processing
350126	<b>writing</b> of curriculum vitae for others / <b>writing</b> of résumés for others
350099	<b>writing</b> of publicity texts