

NICE CLASSIFICATION - 10th Edition, Version 2016

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

NICE CLASSIFICATION - 10th Edition, Version 2016

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

NICE CLASSIFICATION - 10th Edition, Version 2016

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

NICE CLASSIFICATION - 10th Edition, Version 2016

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

NICE CLASSIFICATION - 10th Edition, Version 2016

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