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 websites 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	administration of consumer loyalty programs
350128	administration of frequent flyer programs
350154	administrative assistance in responding to calls for tenders / administrative assistance in responding to requests for proposals [RFPs]

350095	administrative processing of purchase orders
350165	administrative services for medical referrals
350069	administrative services for the relocation of businesses
350039	advertising / publicity
350047	advertising agency services / publicity agency services
350077	advertising by mail order
350178	advertising services to create brand identity for others
350048	advisory services for business management
350130	appointment reminder services [office functions]
350129	appointment scheduling services [office functions]
350172	arranging and conducting of commercial events
350076	arranging newspaper subscriptions for others
350171	arranging subscriptions to electronic toll collection [ETC] services for others
350094	arranging subscriptions to telecommunication services for others
350030	auctioneering
350003	bill-posting
350015	book-keeping / accounting
350032	business appraisals
350017	business auditing
350166	business consultancy services for digital transformation
350029	business efficiency expert services
350002	business inquiries
350136	business intermediary services relating to the matching of potential private investors with entrepreneurs needing funding
350167	business intermediary services relating to the matching of various professionals with clients
350033	business investigations
350018	business management and organization consultancy
350001	business management assistance
350020	business management consultancy
350115	business management for freelance service providers
350078	business management of hotels

350079	business management of performing artists
350124	business management of reimbursement programmes for others / business management of reimbursement programs for others
350105	business management of sports people
350036	business organization consultancy
350186	business partnership search
350118	business project management services for construction projects
350041	business research
350096	commercial administration of the licensing of the goods and services of others
350006	commercial information agency services
350114	commercial intermediation services
350159	commercial lobbying services
350025	commercial or industrial management assistance
350142	competitive intelligence services
350080	compilation of information into computer databases
350100	compilation of statistics
350135	compiling indexes of information for commercial or advertising purposes
350061	computerized file management
350176	computerized management of medical records and files
350139	consultancy regarding advertising communication strategies
350138	consultancy regarding public relations communication strategies
350164	consumer profiling for commercial or marketing purposes
350157	corporate communications services
350007	cost price analysis
350173	data processing services [office functions]
350086	data search in computer files for others
350023	demonstration of goods
350121	development of advertising concepts
350184	development of business organization strategies relating to corporate social responsibility
350182	development of marketing concepts
350024	direct mail advertising

350008	dissemination of advertising matter
350028	distribution of samples
350016	drawing up of statements of accounts
350063	economic forecasting
350012	employment agency services
350144	financial auditing
350149	gift registry services
350005	import-export agency services
350180	influencer marketing
350151	interim business management
350098	invoicing
350101	layout services for advertising purposes
350175	lead generation services
350143	market intelligence services
350031	market studies
350106	marketing
350155	marketing in the framework of software publishing
350051	marketing research
350187	marketing through product placement for others in virtual environments
350156	media relations services
350049	modelling for advertising or sales promotion
350116	negotiation and conclusion of commercial transactions for third parties
350140	negotiation of business contracts for others
350088	news clipping services
350013	office machines and equipment rental*
350084	online advertising on a computer network
350177	online ordering services in the field of restaurant take-out and delivery
350147	online retail services for downloadable and pre-recorded music and movies
350145	online retail services for downloadable digital music
350146	online retail services for downloadable ring tones
350183	online retail services for downloadable virtual clothing

350066	opinion polling
350064	organization of exhibitions for commercial or advertising purposes
350103	organization of fashion shows for promotional purposes
350082	organization of trade fairs
350152	outdoor advertising
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
350169	preparation of business profitability studies
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]
350104	production of advertising films
350137	production of teleshopping programmes / production of teleshopping programs
350062	professional business consultancy
350141	promotion of goods and services through sponsorship of sports events
350179	promotion of goods through influencers
350065	providing business information
350119	providing business information via a website
350110	providing commercial and business contact information
350093	providing commercial information and advice for consumers in the choice of products and services
350170	providing telephone directory information
350161	providing user rankings for commercial or advertising purposes / providing user ratings for commercial or advertising purposes
350160	providing user reviews for commercial or advertising purposes
350188	provision of an online marketplace for buyers and sellers of downloadable digital image files authenticated by non-fungible tokens [NFTs]
350120	provision of an online marketplace for buyers and sellers of goods and services

350090	psychological testing for the selection of personnel
350042	public relations
350038	publication of publicity texts
350035	publicity material rental
350040	radio advertising
350168	reception services for visitors [office functions]
350133	registration of written communications and data
350070	rental of advertising space
350087	rental of advertising time on communication media
350125	rental of billboards [advertising boards]
350174	rental of cash registers
350158	rental of office equipment in co-working facilities
350083	rental of photocopying machines
350109	rental of sales stands
350089	rental of vending machines
350108	retail services for pharmaceutical, veterinary and sanitary preparations and medical supplies
350153	retail services for works of art provided by art galleries
350163	retail services relating to bakery products
350185	retail services relating to downloadable digital image files authenticated by non-fungible tokens [NFTs]
350071	sales promotion for others
350181	sales prospecting 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
350081	systemization of information into computer databases
350150	targeted marketing
350123	tax filing services
350073	tax preparation

350107	telemarketing services
350074	telephone answering for unavailable subscribers
350162	telephone switchboard services
350044	television advertising
350045	transcription of communications [office functions]
350022	typing
350117	updating and maintenance of data in computer databases
350134	updating and maintenance of information in registries
350027	updating of advertising material
350127	web indexing for commercial or advertising purposes
350112	website traffic optimization / website traffic optimisation
350148	wholesale services for pharmaceutical, veterinary and sanitary preparations and medical supplies
350075	word processing
350126	writing of curriculum vitae for others / writing of résumés for others
350099	writing of publicity texts