

敬啓者:

謹此提醒，貴司/閣下 現時之商標，若有進行附件《世界知識產權組織》和《中華人民共和國》商標國際分類 第 35 類 之內容的商業活動，應當考慮在該類別提出申請，以便獲得更全面的《知識產權》保護。

Dear Sir or Madam:

Just for remind, please find the attachment papers of the 《WIPO》 and 《China》 trademark international classification of 35, if your mark(s) has involved the subject of using in commercial, please consider the proposed trademark(s) to be registered as well as for intellectual property rights protection.

Thanks.

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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).

<u>WIPO CLASSIFICATION OF 35</u>			
A0009	Accounting	350015	C0083
A0010	Accounts (Drawing up of statements of —)	350016	R0044
A0012	Administration (Commercial —) of the licensing of the goods and services of others	350096	A0017
A0013	Administrative processing of purchase orders	350095	T0058
A0015	Advertising	350039	P0130

A0016	Advertising agencies	350047	A0047
A0017	Advertising by mail order	350077	P0132
A0018	Advertising material (Updating of —)	350027	M0048
A0019	Advertising matter (Dissemination of —)	350008	D0037
A0020	Advertising space (Rental of —)	350070	L0087
A0021	Advice for consumers (Commercial information and —) [consumer advice shop]	350093	I0036
A0035	Analysis (Cost price —)	350007	A0070
A0043	Answering (Telephone —) for unavailable subscribers	350074	R0059
A0055	Appraisals (Business —)	350032	E0067
A0068	Arranging newspaper subscriptions for others	350076	A0003
A0072	Arranging subscriptions to telecommunication services for others	350094	A0004
A0076	Artists (Business management of performing —)	350079	D0044
A0079	Assistance (Business management —)	350001	A0058
A0080	Auctioneering	350030	V0016
A0081	Auditing	350017	V0018
B0013	Bill-posting	350003	A0036
B0031	Book-keeping	350015	C0083
B0053	Business appraisals	350032	E0067
B0054	Business consultancy (Professional —)	350062	C0120
B0055	Business information	350065	I0023
B0056	Business inquiries	350002	R0054
B0057	Business investigations	350033	I0049
B0059	Business management and organization consultancy	350018	C0098
B0060	Business management assistance	350001	A0058
B0061	Business management consultancy	350020	C0118
B0062	Business management of hotels	350078	G0012
B0063	Business management of performing artists	350079	D0044
B0064	Business organization consultancy	350036	O0032
B0065	Business research	350041	R0029

B0066	Businesses (Relocation services for —)	350069	R0046
C0067	Commercial administration of the licensing of the goods and services of others	350096	A0017
C0068	Commercial information agencies	350006	A0052
C0069	Commercial information and advice for consumers [consumer advice shop]	350093	I0036
C0070	Commercial or industrial management assistance	350025	D0040
C0071	Communication media (Presentation of goods on —), for retail purposes	350092	P0083
C0076	Comparison services (Price —)	350091	C0078
C0079	Compilation of information into computer databases	350080	R0036
C0080	Compilation of statistics	350100	E0074
C0083	Computer databases (Compilation of information into —)	350080	R0036
C0084	Computer databases (Systemization of information into —)	350081	S0057
C0113	Consultancy (Professional business —)	350062	C0120
C0115	Consumers (Commercial information and advice for —) [consumer advice shop]	350093	I0036
C0122	Cost price analysis	350007	A0070
D0003	Data search in computer files for others	350086	R0021
D0016	Demonstration of goods	350023	D0013
D0032	Direct mail advertising	350024	D0052
D0035	Dissemination of advertising matter	350008	D0037
D0037	Distribution of samples	350028	D0036
D0041	Document reproduction	350026	R0064
E0001	Economic forecasting	350063	P0090
E0008	Efficiency experts	350029	E0094
E0017	Employment agencies	350012	B0047
E0032	Evaluation of standing timber	350010	E0064
E0033	Evaluation of wool	350050	E0068
E0038	Exhibitions (Organization of —) for	350064	O0034

	commercial or advertising purposes		
F0011	File management (Computerized —)	350061	G0017
F0034	Forecasting (Economic —)	350063	P0090
G0017	Grading of wool	350050	E0068
H0027	Hotels (Business management of —)	350078	G0012
I0002	Import-export agencies	350005	A0050
I0006	Industrial management assistance (Commercial or —)	350025	D0040
I0008	Information agencies (Commercial —)	350006	A0052
I0009	Information (Business —)	350065	I0023
I0020	Inquiries (Business —)	350002	R0054
I0037	Investigations (Business —)	350033	I0049
I0041	Invoicing	350098	F0002
L0009	Layout services for advertising purposes	350101	M0049
L0024	Licensing of the goods and services of others (Commercial administration of the —)	350096	A0017
M0007	Management (Advisory services for business —)	350048	D0043
M0008	Management assistance (Commercial or industrial —)	350025	D0040
M0009	Management (Computerized file —)	350061	G0017
M0010	Management consultancy (Personnel —)	350019	C0119
M0016	Marketing research	350051	R0016
M0017	Marketing studies	350031	E0086
M0042	Modelling for advertising or sales promotion	350049	M0013
N0002	News clipping services	350088	R0085
N0005	Newspaper subscriptions (Arranging —) for others	350076	A0003
O0002	Office machines and equipment rental *	350013	L0059
O0009	On-line advertising on a computer network	350084	P0131
O0013	Opinion polling	350066	S0028
O0020	Organization of exhibitions for commercial or advertising purposes	350064	O0034
O0025	Organization of trade fairs for commercial or advertising purposes	350082	F0023

00026	Outdoor advertising	350003	A0036
00027	Outsourcing services [business assistance]	350097	S0034
P0017	Payroll preparation	350067	P0015
P0022	Personnel management consultancy	350019	C0119
P0023	Personnel recruitment	350068	R0035
P0029	Photocopying	350009	R0065
P0053	Polling (Opinion —)	350066	S0028
P0057	Presentation of goods on communication media, for retail purposes	350092	P0083
P0060	Price comparison services	350091	C0078
P0065	Processing (Administrative —) of purchase orders	350095	T0058
P0067	Processing (Word —)	350075	T0064
P0068	Procurement services for others [purchasing goods and services for other businesses]	350085	A0091
P0088	Psychological testing for the selection of personnel	350090	S0018
P0091	Public relations	350042	R0043
P0094	Publication of publicity texts	350038	P0121
P0096	Publicity	350039	P0130
P0097	Publicity agencies	350047	A0047
P0098	Publicity columns preparation	350021	C0139
P0099	Publicity material rental	350035	L0062
P0100	Publicity texts (Publication of —)	350038	P0121
P0101	Publicity texts (Writing of —)	350099	R0040
P0104	Purchase orders (Administrative processing of —)	350095	T0058
R0001	Radio advertising	350040	P0133
R0005	Radio commercials	350040	P0133
R0021	Recruitment (Personnel —)	350068	R0035
R0030	Relocation services for businesses	350069	R0046
R0036	Rental of advertising space	350070	L0087
R0037	Rental of advertising time on communication media	350087	L0075

R0062	Rental of photocopying machines	350083	L0064
R0081	Rental of vending machines	350089	L0047
R0088	Rental (Office machines and equipment —) *	350013	L0059
R0089	Rental (Publicity material —)	350035	L0062
R0097	Reproduction (Document —)	350026	R0064
R0101	Research (Business —)	350041	R0029
R0113	Retail purposes (Presentation of goods on communication media, for —)	350092	P0083
S0005	Sales promotion for others	350071	P0107
S0011	Samples (Distribution of —)	350028	D0036
S0026	Secretarial services	350072	S0015
S0041	Shop window dressing	350046	D0007
S0042	Shorthand	350043	S0046
S0062	Sponsorship search	350102	R0017
S0069	Statements of accounts (Drawing up of —)	350016	R0044
S0070	Statistics (Compilation of —)	350100	E0074
S0087	Subscriptions (Arranging —) to telecommunication services for others	350094	A0004
S0088	Subscriptions (Arranging newspaper —) for others	350076	A0003
S0100	Systemization of information into computer databases	350081	S0057
T0004	Tax preparation	350073	D0005
T0011	Telecommunication services (Arranging subscriptions to —) for others	350094	A0004
T0019	Telephone answering for unavailable subscribers	350074	R0059
T0024	Television advertising	350044	P0134
T0026	Television commercials	350044	P0134
T0033	Testing (Psychological —) for the selection of personnel	350090	S0018
T0041	Texts (Writing of publicity —)	350099	R0040
T0044	Timber (Evaluation of standing —)	350010	E0064
T0055	Trade fairs (Organization of—) for commercial or advertising purposes	350082	F0023
T0060	Transcription	350045	T0072

T0084	Typing	350022	D0001
U0008	Updating of advertising material	350027	M0048
V0003	Valuation of standing timber	350010	E0064
V0016	Vending machines (Rental of —)	350089	L0047
W0027	Word processing	350075	T0064
W0033	Writing of publicity texts	350099	R0040

第三十五類 廣告，實業經營，實業管理，辦公事務

【注釋】

本類主要包括由個人或組織提供的服務，其主要目的在於：

- (1) 對商業企業的經營或管理進行幫助；
- (2) 對工商企業的業務活動或者商業職能的管理進行幫助；

以及由廣告部門為各種商品或服務提供的服務，旨在通過各種傳播方式向公眾進行廣告宣傳。

尤其包括：

為他人將各種商品（運輸除外）歸類，以便顧客看到和購買；這種服務可由零售、批發商店通過郵購目錄和電子媒介，例如通過網站或電視購物節目提供；

有關註冊、抄錄、寫作、編纂、或者書面通訊及記錄系統化，以及編纂數學或者統計資料的服務；

廣告單位的服務，以及直接或郵寄散發說明書或者樣品的服務；本類可涉及有關其他服務的廣告，如銀行借貸或無線電廣告服務。

尤其不包括：

與工商企業的經營或者管理無直接關係的估價和編寫工程師報告的服務（查閱按字母排列的分類表）。

3 5 0 1 廣告

張貼廣告 3 5 0 0 0 3，戶外廣告 3 5 0 0 0 3，廣告傳播 3 5 0 0 0 8，廣告宣傳欄的製備 3 5 0 0 2 1，貨物展出 3 5 0 0 2 3，直接郵件廣告 3 5 0 0 2 4，廣告材料更新 3 5 0 0 2 7，樣品散發 3 5 0 0 2 8，廣告材料出租 3 5 0 0 3 5，廣告宣

傳本的出版 3 5 0 0 3 8，廣告 3 5 0 0 3 9，廣告宣傳 3 5 0 0 3 9，無線電廣告 3 5 0 0 4 0，無線電商業廣告 3 5 0 0 4 0，電視廣告 3 5 0 0 4 4，電視商業廣告 3 5 0 0 4 4，商業櫥窗佈置 3 5 0 0 4 6，廣告代理 3 5 0 0 4 7，為廣告或推銷提供模特 3 5 0 0 4 9，廣告空間出租 3 5 0 0 7 0，通過郵購定單進行的廣告宣傳 3 5 0 0 7 7，數據通訊網絡上的在線廣告 3 5 0 0 8 4，在通訊媒體上出租廣告時間 3 5 0 0 8 7，為零售目的在通訊媒體上展示商品 3 5 0 0 9 2，廣告稿的撰寫 3 5 0 0 9 9，廣告版面設計 3 5 0 1 0 1

※廣告設計C 3 5 0 0 0 1，廣告策劃C 3 5 0 0 0 2，廣告材料起草C 3 5 0 0 0 7

3 5 0 2 工商管理輔助業

商業管理輔助 3 5 0 0 0 1，商業詢價 3 5 0 0 0 2，商業行情代理 3 5 0 0 0 6，商業信息代理 3 5 0 0 0 6，成本價格分析 3 5 0 0 0 7，建築木材評估 3 5 0 0 1 0，商業管理和組織諮詢 3 5 0 0 1 8，商業管理諮詢 3 5 0 0 2 0，工商管理輔助 3 5 0 0 2 5，效率專家 3 5 0 0 2 9，市場分析 3 5 0 0 3 1，商業評估 3 5 0 0 3 2，商業調查 3 5 0 0 3 3，商業組織諮詢 3 5 0 0 3 6，商業研究 3 5 0 0 4 1，公共關係 3 5 0 0 4 2，商業管理諮詢（顧問） 3 5 0 0 4 8，羊毛評估 3 5 0 0 5 0，羊毛分等 3 5 0 0 5 0，市場研究 3 5 0 0 5 1，商業專業諮詢 3 5 0 0 6 2，貿易業務的專業諮詢 3 5 0 0 6 2，經濟預測 3 5 0 0 6 3，商業信息 3 5 0 0 6 5，民意測驗 3 5 0 0 6 6，組織商業或廣告交易會 3 5 0 0 8 2，組織商業或廣告展覽 3 5 0 0 6 4，飯店商業管理 3 5 0 0 7 8，價格比較服務 3 5 0 0 9 1，為消費者提供商業信息和建議（消費者建議機構） 3 5 0 0 9 3，特許經營的商業管理 3 5 0 0 9 6，外購服務（商業輔助） 3 5 0 0 9 7，統計資料匯編 3 5 0 1 0 0。

※ 投標報價C 3 5 0 0 0 3，組織技術展覽C 3 5 0 0 0 4，為廣告或銷售組織時裝展覽C 3 5 0 0 0 8，價格比較服務C 3 5 0 0 0 9

3 5 0 3 替他人推銷

進出口代理 3 5 0 0 0 5，拍賣 3 5 0 0 3 0，替他人推銷 3 5 0 0 7 1，替他人採購（替其他企業購買商品或服務） 3 5 0 0 8 5。

3 5 0 4 人事管理輔助業

職業介紹所 3 5 0 0 1 2，人事管理諮詢 3 5 0 0 1 9，人員招收 3 5 0 0 6 8，演員的商業管理 3 5 0 0 7 9，藝術家演出的商業管理 3 5 0 0 7 9，為挑選人才而進行的心

理測試 3 5 0 0 9 0

※表演藝術家經紀C 3 5 0 0 0 5

注：1. 為挑選人才而進行的心理測試與第七版及以前版本 4 2 0 3 心理測試服務交叉
檢索；

2. 表演藝術家經紀與 3 6 0 5 經紀類似。

3 5 0 5 營業場所搬遷服務

商業區遷移（提供信息） 3 5 0 0 6 9，商業場所搬遷 3 5 0 0 6 9

注：本類似群服務項目與 3 9 0 1 搬遷類似。

3 5 0 6 辦公事務

複印 3 5 0 0 0 9，辦公機器和設備出租 3 5 0 0 1 3，辦公室用機器和設備的租賃 3 5 0 0 1 3，打字 3 5 0 0 2 2，文件複製 3 5 0 0 2 6，速記 3 5 0 0 4 3，謄寫 3 5 0 0 4 5，計算機文檔管理 3 5 0 0 6 1，文秘 3 5 0 0 7 2，為外出客戶應接電話 3 5 0 0 7 4，文字處理 3 5 0 0 7 5，替他人訂閱報紙 3 5 0 0 7 6，將信息編入計算機數據庫 3 5 0 0 8 0，計算機數據庫信息編入 3 5 0 0 8 0，計算機數據庫信息系統化 3 5 0 0 8 1，計算機數據庫信息分類 3 5 0 0 8 1，複印機出租 3 5 0 0 8 3，在計算機檔案中進行數據檢索（替他人） 3 5 0 0 8 6，報刊剪貼 3 5 0 0 8 8，替他人預定電訊服務 3 5 0 0 9 4，對購買定單進行行政處理 3 5 0 0 9 5，開發票 3 5 0 0 9 8

※計算機錄入服務C 3 5 0 0 0 6

3 5 0 7 財會

會計 3 5 0 0 1 5，簿記 3 5 0 0 1 5，繪製帳單、帳目報表 3 5 0 0 1 6，審計 3 5 0 0 1 7，擬備工資單 3 5 0 0 6 7，稅款準備 3 5 0 0 7 3 注：審計、稅款準備與 3 6 0 2 稅審服務類似。

3 5 0 8 單一服務

自動售貨機出租 3 5 0 0 8 9，尋找贊助 3 5 0 1 0 2

注：1. 本類似群為單一服務，各自然段間互不類似；

2. 自動售貨機出租與第七版及以前版本 4 2 2 7 自動售貨機出租，自動售貨機租賃交叉檢索。