

Class 35

Class 35 services are those provided by persons or organizations that directly assist in the operation and management of another commercial or industrial enterprise. Simply because an enterprise conducts business does not classify the activity of that enterprise in Class 35. If that were the case, all businesses, regardless of their specific activities, would provide Class 35 services. Services that may further the activities of a business but do not relate directly to the operation or management of a commercial or industrial enterprise belong in other classes. Some examples are various financial and insurance services in [Class 36](#), telecommunications services in [Class 38](#), transport services in [Class 39](#), training services in [Class 41](#), and so forth.

第 35 類服務，是指由個人或機構直接協助另一個工商企業的經營或管理所提供的服務。企業本身的經營管理活動不屬於第 35 類的企業活動，否則，不論其具體活動內容為何，所有的企業都是在提供第 35 類的服務。有些服務可以促進商業活動，但不直接涉及工商企業的經營或管理，這些服務則歸屬於其他類別；例如第 36 類金融和保險服務、第 38 類電信服務、第 39 類運輸服務，以及第 41 類培訓服務等。

Administrative services relating to the "registration, transcription, composition, compilation or systemization of written communications and registrations" and to compilation of data belong in Class 35. If a service is administrative in nature, for example, appointment scheduling services, it is normally classified in Class 35 even if it is ancillary to services in other classes.

行政服務與「書面訊息及紀錄的記錄、抄寫、組合、匯集或系統化」以及數據資料的匯整相關的，屬於第 35 類。如果服務是行政性質，例如會面行程的安排，即便是其他服務類別的輔助，仍屬於第 35 類。

Whilst the sale of goods is not considered in itself to be a service, activities relating to the bringing together of goods enabling

customers to view and purchase them are in Class 35. This can be in physical retail outlets, through mail order catalogues or by means of on-line retail stores.

商品銷售本身不認為是一項服務，但是匯集商品以利顧客瀏覽及選購相關的活動則屬於第 35 類。這類服務可以透過實體零售店、郵購目錄，或線上零售店提供。

Advertising is one of the key services in Class 35 and services which are conducted for advertising purposes usually belong in Class 35 even if they can be classified in another class when not for advertising purposes. For example, scriptwriting services are generally classified in [Class 41](#) but such services belong in Class 35 when for advertising purposes.

廣告是第 35 類的重要服務之一，以廣告為目的的服務通常歸屬於第 35 類，即便該服務不以廣告為目的時，可能歸屬於另一類；例如，劇本編寫服務通常歸屬於第 41 類，但以廣告為目的時則屬於第 35 類。