

Si estamos pensando en montar una empresa de informática o ciberseguridad es aconsejable registrar la marca que utilizaremos para vender los productos o servicios. Estas son todas las clases aconsejadas a registrar, para una empresa de este tipo.

Para productos:

- **Clase 9:** Incluye principalmente aparatos e instrumentos para fines científicos o de investigación, equipos audiovisuales y de tecnología de la información, así como equipos de seguridad y salvamento.

Para servicios:

- **Clase 35:** Incluye principalmente servicios relacionados con la gestión, explotación, organización y administración de una empresa comercial o industrial, así como servicios de publicidad, marketing y promoción.
- **Clase 37:** Incluye principalmente servicios en el ámbito de la construcción, así como servicios que implican la restauración de objetos a su estado original o su preservación sin alterar sus propiedades físicas o químicas.
- **Clase 38:** Incluye principalmente servicios que permiten que al menos una parte se comunique con otra, así como servicios de difusión y transmisión de datos.
- **Clase 41:** Incluye principalmente servicios consistentes en todas las formas de educación o formación, servicios cuyo objetivo básico sea el entretenimiento, la diversión o la recreación de las personas, así como la presentación al público de obras de arte visual o literatura con fines culturales o educativos.
- **Clase 42:** Incluye principalmente servicios prestados por personas en relación con los aspectos teóricos y prácticos de campos de actividad complejos, por ejemplo, servicios de laboratorio científico, ingeniería, programación informática, servicios de arquitectura o diseño de interiores.

Cada una de esas clases incluyen un montón de ítems de productos y servicios específicos. Cada registro de clase incluye, con el coste básico, 20 de esos ítems. A partir del ítem 21, cada ítem tiene un coste extra.

Dejo abajo, los 20 ítems que considero aconsejables registrar en cada categoría:

#### Ítems aconsejados para la clase 9

- 090306 - data processing apparatus
- 090589 - computer operating programs, recorded
- 090591 - computer software, recorded
- 090594 - couplers [data processing equipment]
- 090603 - interfaces for computers
- 090620 - readers [data processing equipment]
- 090622 - scanners for data processing
- 090640 - smart cards [integrated circuit cards]
- 090658 - computer programs, downloadable
- 090717 - computer software applications, downloadable
- 090755 - security token hardware for user authentication
- 090791 - computer software platforms, recorded or downloadable
- 090841 - downloadable software for generating cryptographic keys
- 090842 - downloadable e-wallets
- 090847 - data sets, recorded or downloadable
- 090870 - downloadable computer software for managing cryptocurrency transactions

- 090906 - computer network routers
- 090943 - electronic storage media
- 090952 - biometric scanners
- 090965 - NFC tags

#### **Ítems aconsejados para la clase 35**

- 350027 - updating of advertising material
- 350039 - advertising / publicity
- 350047 - advertising agency services / publicity agency services
- 350061 - computerized file management
- 350064 - organization of exhibitions for commercial or advertising purposes
- 350077 - advertising by mail order
- 350080 - compilation of information into computer databases
- 350081 - systemization of information into computer databases
- 350084 - online advertising on a computer network
- 350086 - data search in computer files for others
- 350112 - website traffic optimization / website traffic optimisation
- 350113 - pay per click advertising
- 350117 - updating and maintenance of data in computer databases
- 350127 - web indexing for commercial or advertising purposes
- 350133 - registration of written communications and data
- 350134 - updating and maintenance of information in registries
- 350166 - business consultancy services for digital transformation
- 350172 - arranging and conducting of commercial events
- 350173 - data processing services [office functions]
- 350178 - advertising services to create brand identity for others

#### **Ítems aconsejados para la clase 37**

- 370003 - electric appliance installation and repair
- 370014 - office machines and equipment installation, maintenance and repair
- 370016 - burglar alarm installation and repair
- 370084 - telephone installation and repair
- 370105 - providing information relating to repairs
- 370116 - installation, maintenance and repair of computer hardware
- 370117 - interference suppression in electrical apparatus
- 370119 - rebuilding machines that have been worn or partially destroyed
- 370125 - repair of security locks

- 370130 - refilling of toner cartridges
- 370136 - repair of power lines
- 370140 - laying of cable
- 370147 - services of electricians
- 370150 - refilling of ink cartridges
- 370153 - mobile telephone battery charging services / cell phone battery charging services
- 370157 - maintenance of passenger lifts via remote monitoring systems / maintenance of passenger elevators via remote monitoring systems
- 370160 - rental of portable power chargers
- 370168 - information technology consultancy relating to installation, maintenance and repair of computer hardware

#### **Ítems aconsejados para la clase 38**

- 380004 - message sending
- 380023 - communications by computer terminals
- 380024 - computer aided transmission of messages and images
- 380027 - providing information in the field of telecommunications
- 380030 - communications by fibre optic networks / communications by fiber optic networks
- 380037 - providing telecommunications connections to a global computer network
- 380038 - telecommunications routing and junction services
- 380039 - teleconferencing services
- 380040 - providing user access to global computer networks
- 380043 - providing internet chatrooms
- 380044 - providing access to databases
- 380047 - transmission of digital files
- 380049 - videoconferencing services
- 380050 - providing online forums
- 380051 - streaming of data
- 380052 - radio communications
- 380056 - geolocation services [telecommunications services]
- 380057 - providing access to blockchain networks
- 380058 - providing chatrooms in virtual environments
- 380059 - providing online virtual reality-based forums for work collaboration

#### **Ítems aconsejados para la clase 41**

- 410002 - academies [education]
- 410004 - entertainment services
- 410010 - organization of competitions [education or entertainment]

- 410011 - correspondence courses
- 410017 - teaching / educational services / instruction services
- 410045 - arranging and conducting of conferences
- 410046 - arranging and conducting of congresses
- 410049 - educational examination
- 410051 - organization of exhibitions for cultural or educational purposes
- 410070 - arranging and conducting of seminars
- 410076 - arranging and conducting of workshops [training]
- 410091 - online publication of electronic books and journals
- 410203 - arranging and conducting of in-person educational forums
- 410207 - training services provided via simulators
- 410218 - know-how transfer [training]
- 410231 - organization of electronic sports competitions
- 410239 - providing training and educational examination for certification purposes
- 410240 - research in the field of education
- 410249 - production of podcasts
- 410256 - entertainment services provided in virtual environments

#### **Ítems aconsejados para la clase 42**

- 420040 - technological research
- 420064 - engineering\*
- 420090 - computer programming
- 420139 - computer software design
- 420140 - updating of computer software
- 420175 - recovery of computer data
- 420176 - maintenance of computer software
- 420177 - computer system analysis
- 420194 - computer system design
- 420201 - installation of computer software
- 420204 - computer software consultancy
- 420206 - computer virus protection services
- 420215 - monitoring of computer system operation by remote access
- 420220 - software as a service [SaaS]
- 420221 - information technology [IT] support services [troubleshooting of software]
- 420223 - server hosting
- 420231 - technological consultancy
- 420232 - computer technology consultancy

- 420233 - telecommunications technology consultancy
- 420235 - computer security consultancy

También, además de esos 20, es casi mandatorio agregar los siguientes 15 ítems:

- 420239 - monitoring of computer systems to detect breakdowns
- 420241 - internet security consultancy
- 420242 - data security consultancy
- 420243 - data encryption services
- 420244 - monitoring of computer systems for detecting unauthorized access or data breach
- 420262 - writing of computer code
- 420263 - telecommunication network security consultancy
- 420272 - digital forensic investigations in the field of computer crimes
- 420273 - technological consultancy services for digital transformation
- 420277 - artificial intelligence consultancy
- 420278 - research in the field of artificial intelligence technology
- 420285 - computer programming services for data processing
- 420286 - software engineering services for data processing
- 420296 - hosting virtual environments
- 420315 - artificial intelligence as a service [AlaaS]

Y ya, en caso de ser estrictamente necesario, agregar estos otros también:

- 420083 - computer rental
- 420159 - rental of computer software
- 420161 - research and development of new products for others
- 420197 - duplication of computer programs
- 420198 - conversion of data or documents from physical to electronic media
- 420199 - creating and maintaining websites for others
- 420200 - hosting computer websites
- 420205 - rental of web servers
- 420209 - providing search engines for the internet
- 420219 - website design consultancy
- 420222 - scientific research
- 420226 - electronic data storage
- 420227 - providing information relating to computer technology and programming via a website
- 420229 - providing virtual computer systems through cloud computing
- 420238 - unlocking of mobile telephones / unlocking of cell phones
- 420240 - creating and designing website-based indexes of information for others [information technology services]

- 420245 - electronic monitoring of personally identifying information to detect identity theft via the internet
- 420246 - electronic monitoring of credit card activity to detect fraud via the internet
- 420247 - software development in the framework of software publishing
- 420248 - platform as a service [PaaS]
- 420261 - user authentication services using single sign-on technology for online software applications
- 420266 - design of prototypes
- 420269 - mining of cryptocurrency / cryptomining
- 420274 - rental of data centre facilities / rental of data center facilities
- 420279 - user authentication services using blockchain technology
- 420283 - quantum computing
- 420295 - blockchain as a service [BaaS]
- 420302 - computer programming of smart contracts on a blockchain
- 420303 - hosting software platforms for virtual reality-based work collaboration
- 420311 - electronic storage of cryptocurrency

...porque la clase 42 es la que más ítems tiene, relacionados con la actividad de la empresa.

Más info [aquí](#).

