

NAPCS Product List for NAICS 712: Museums, Historical Sites, and Similar Institutions

1	2	3	4	5	6	7	8	9	10	11	12
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	
712	1					Admissions to cultural institutions	Allowing the right of access or attendance to museums, historical and heritage sites, zoos, botanical gardens, and natural areas such as national parks. Includes both single-occasion and multiple-occasion tickets and season passes. Admissions may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Revenue for this product includes admission charges, surcharges for admission to special events, and "memberships" fees paid primarily for the right of admission. Excludes: • separate admissions paid to attend films are in product 5.3, Admissions to film exhibitions. • separate admissions paid to attend live performances are in product 5.4, Admissions to live performing arts performances.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190	712110 712120 712130 712190	96411 96412 96421 96422
712	1.1	X				Admissions to museums	Allowing the right of access or attendance to museums. Includes both single-occasion and multiple-occasion tickets and season passes. Admissions may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Revenue for this product includes admission charges, surcharges for admission to special events, and "memberships" fees paid primarily for the right of admission. Excludes: • separate admissions paid to attend films are in product 5.3, Admissions to film exhibitions; • separate admissions paid to attend live performances are in product 5.4, Admissions to live performing arts performances.	712111 712119	712111 712112 712120	712110	96411
712	1.2	X				Admissions to historic sites	Allowing the right of access or attendance to historic and heritage sites. Includes both single-occasion and multiple-occasion tickets and season passes. Includes memberships when the memberships give the right of admission. Includes surcharges for admission to special events. Admissions may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Revenue for this product includes admission charges, surcharges for admission to special events, and "memberships" fees paid primarily for the right of admission. Excludes: • separate admissions paid to attend films are in product 5.3, Admissions to film exhibitions; • separate admissions paid to attend live performances are in product 5.4, Admissions to live performing arts performances.	712120	712120	712120	96412

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712	1.3	X				Admissions to zoos and botanical gardens	<p>Allowing the right of access or attendance to zoos and botanical gardens. Includes both single-occasion and multiple-occasion tickets and season passes. Includes memberships when the memberships give the right of admission. Includes surcharges for admission to special events. Admissions may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Revenue for this product includes admission charges, surcharges for admission to special events, and "memberships" fees paid primarily for the right of admission.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • separate admissions paid to attend films are in product 5.3, Admissions to film exhibitions; • separate admissions paid to attend live performances are in product 5.4, Admissions to live performing arts performances. 	712130	712131 712132	712130	96421
712	1.3.1		X	X		Admission to botanical gardens	<p>Allowing the right of access or attendance to botanical gardens. Includes both single-occasion and multiple-occasion tickets and season passes. Includes memberships when the memberships give the right of admission. Includes surcharges for admission to special events. Admissions may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Revenue for this product includes admission charges, surcharges for admission to special events, and "memberships" fees paid primarily for the right of admission.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • separate admissions paid to attend films are in product 5.3, Admissions to film exhibitions; • separate admissions paid to attend live performances are in product 5.4, Admissions to live performing arts performances. 	712130	712131 712132	712130	96421
712	1.3.2		X	X		Admission to zoological and similar institutions	<p>Allowing the right of access or attendance to zoos, aquariums, aviaries and similar institutions. Includes both single-occasion and multiple-occasion tickets and season passes. Includes memberships when the memberships give the right of admission. Includes surcharges for admission to special events. Admissions may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Revenue for this product includes admission charges, surcharges for admission to special events, and "memberships" fees paid primarily for the right of admission.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • separate admissions paid to attend films are in product 5.3, Admissions to film exhibitions; • separate admissions paid to attend live performances are in product 5.4, Admissions to live performing arts performances. 	712130	712131 712132	712130	96421

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712	1.4	X				Admissions to nature parks and other natural areas	<p>Allowing the right of access or attendance to natural areas such as national parks, nature reserves, conservation areas, natural caverns, wildlife parks and picnic grounds. Includes both single-occasion and multiple-occasion tickets and season passes. Admissions may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Revenue for this product includes admission charges, surcharges for admission to special events, and "memberships" fees paid primarily for the right of admission.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • separate admissions paid to attend films are in product 5.3, Admissions to film exhibitions; • separate admissions paid to attend live performances are in product 5.4, Admissions to live performing arts performances. 	712190	712190	712190	96422
712	2	X				Cultural institution membership services	<p>A bundle of services offered by museums, historical site, zoos, botanical garden and natural area organizations to members in exchange for payment of nonrefundable initiation fees and/or annual or periodic membership dues. The bundle of member services may include the right to participate in membership events and decision-making activities of the organization; the provision of organization newsletters and publications, and services such as arranging for and providing access to specific goods and services at discounted prices; e.g. free or discounted admissions to organization facilities.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • rental of meeting rooms, halls, etc. are in product 5.10.9, Rental of non-residential space in buildings or other facilities, nec. • membership fees paid primarily for right of admission to these facilities are included under product 1, Admissions to cultural institutions, based on type of facility. • membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. 	712111 712119 712120 712130 712190 813310	712111 712112 712131 712132 712190 712120?	712110 712120 712130 712190 813312	95991 96411 96412 96421 96422
712	3	X				Traveling exhibits	Providing exhibitions to other institutions, for a fee or commission.	712111 712119 712120 712130	712111 712112	712110 712120 712130 712190	96411 96412 96421 96422
712	4					Public programs of cultural institutions	Providing programs to the public that use the facilities and staff of museums, historical sites, zoos, botanical gardens and natural areas, to explain or expand upon the collections, exhibits or sites of the institution. Some of these services are also provided by other types of establishment, such as tour operators.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 561510 561520 561590 611 721 931610	712110 712120 712130 712190	63191 63194 67812 67813 92900 96411 96412 96421 96422

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712	4.1	X				Guided tours and educational services of cultural institutions	Providing guided tours, classes, nature walks and similar services related to artistic, cultural or natural themes. These events may be conducted within a facility or may involve short local excursions such as a guided city walking tour. Excludes: • packaged tours that involve overnight accommodations are in product 4.4, Academic trips and tours, if they have a formal academic purpose; otherwise they are in product 4.5, Package tours, with a cultural, historic or natural theme.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190	712110 712120 712130 712190	92900 96411 96412 96421 96422
712	4.1.1			X	X	Guided tours of cultural institutions	Providing guided tours to the exhibition halls and the main attractions of museums, historical sites, zoos, botanical gardens, and natural areas. This service is offered on the schedule of the establishment or in preferential schedule (closed doors) and it can be provided within the establishment or it can include local excursions, for example, a guided city walk. Excludes: • school visits, children's parties and similar children's programs are in product 4.2, School visits, children's parties and similar children's programs of cultural institutions. • packaged tours that involve overnight accommodations are in product 4.4, Academic trips and tours, if they have a formal academic purpose; otherwise they are in product 4.5, Package tours, with a cultural, historic or natural theme.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190	712110 712120 712130 712190	96411 96412 96421 96422
712	4.1.2			X	X	Education services of cultural institutions	Providing instruction that is related to museums, historical sites, botanical gardens, and natural areas; for example: drawing and painting workshops, historical investigation courses, environmental education courses, etc. This service can include the instruction material and equipment that will be used in a course. Excludes: • providing guided tours is in product 4.1.1, Guided Tours of Cultural Institutions. • providing services for school visits, children's parties and similar children's programs is in product 4.2, School visits, children's parties and similar children's programs of cultural institutions. • training of school teachers in the operation and management of cultural institutions is in product 5.9, Training services, cultural institutions.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190	712110 712120 712130 712190	92900
712	4.2	X				School visits, children's parties and similar children's programs of cultural institutions	Providing services that use the facilities and staff of museums, historical sites, zoos, botanical gardens, and natural areas to educate and entertain children and support primary and secondary school programs. Examples: • school visits to museums and galleries; • children's day camps and sleepovers. Excludes: • children's camps that involve overnight cabin-type or similar accommodation are in product 4.3, Overnight recreational camps.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190	712110 712120 712130 712190	96411 96412 96421 96422

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712	4.3	X				Overnight recreational camps	Providing temporary accommodation for travelers and others, that provide a bundle of accommodation and thematic recreational activities. Includes any additional services bundled with the accommodation service, such as tuition, equipment, etc. Examples: • children's vacation camps; • hunting and fishing camps; • dude ranches. Same as product 1.3 in 721 list.	712111 712119 712120 712130 712190	712131 712132 712190 721	712110 712120 712130 712190	63191 63194
712	4.4	X				Academic trips and tours	Providing formal instruction by means of trips and tours that are designed to accomplish an educational objective. The trip or tour may comprise a complete course of instruction or be designed as a component of a course of instruction. Excludes: • travel tours with a cultural, historic or natural theme, that are not part of a formal course of instruction, are in product 4.5, Packaged tours, with a cultural, historic or natural theme. Same as product 1.4.9.1 on sector 61 list.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 611 931610	712110 712120 712130 712190	96411 96412 96421 96422
712	4.5	X				Packaged tours, with a cultural, historic or natural theme	Providing tour packages designed to expose the tourist to the culture, history or natural environment of the destination(s). Tour packages are combinations of transportation, accommodation, meals, and guide services. May include the provision of additional services such as the arrangement of visas and entrance to attractions. Includes cruise packages. Includes customized tour packages when sold as a bundle. Excludes: • local sightseeing tours. Subset of product 2 on 5615 list.	712111 712119 712120 712130 712190	712111 712112 561510 561520	712110 712120 712130 712190	67812
712	4.6	X				Packaged tour reservation services	Reserving pre-packaged and customized tours for travelers from tour operators or wholesalers, for a fee or commission. Same as product 1.1.3 in 5615 list.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 561510 561520	712110 712120 712130 712190	67813 96411 96412 96421 96422

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712	5					Related products	Other important products provided by establishments classified in NAICS 712.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 46 51? 512130 515120 515210 517510 518111 531113 531114 531115 532299 533110 5418? 541850 561430 711 711510 7131 7139 721 722 812410 931610 812990	712111 712119 712120 712130 712190 711 7131 7139 721 531120 531130 531190 533110 532299	624 63195 632 63300 67530 72112 732 73310 73320 73340 836 85940 92310 96151 96152 96320 96411 96412 96421 96422 96910 97990 96930

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712	5.1					Reselling services for merchandise, retail	Retailing of merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes reselling of apparel, memorabilia, publications, prepackaged foods and beverages, and other merchandise. Also includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales. Examples: • food and beverages (e.g., groceries); • packaged alcoholic beverages (in unopened containers); • newspapers, magazines, and books; • arts and crafts; • clothing. Excludes: • sales of meals and beverages for immediate consumption, classified in 5.2, Meals and beverages, prepared and served or dispensed, for immediate consumption. Same as product 14.1 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 46	7111 7112 711310 711320 711410 711510	624
712	5.1.1	X				Reselling services for books, newspapers, and periodicals, retail	Retailing of books, newspapers, and periodicals purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales. Same as product 14.1.1 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 46	7111 7112 711310 711320 711410 711510	62451
712	5.1.2	X				Reselling services for packaged food and beverages, retail	Retailing of packaged food and beverage purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales. Same as product 14.1.2 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 46	7111 7112 711310 711320 711410 711510	6242
712	5.1.3	X				Reselling services for apparel and memorabilia merchandise, retail	Retailing of apparel and memorabilia purchased on own account for resale or sold on a fee or commission basis for others. Revenue for this product includes the gross margin, fees, and commissions earned on sales. Same as product 14.1.3 in 711 list. Retail sales of apparel, souvenirs and similar articles	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 46	7111 7112 711310 711320 711410 711510	62433

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			Can	Méx	US			Can	Méx	US	
712	5.1.9	X				Reselling services for other merchandise, retail	Retailing of other merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales. Same as product 14.1.9 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 46	7111 7112 711310 711320 711410 711510	624
712	5.2	X				Meals and beverages, prepared and served or dispensed, for immediate consumption	Meals, snacks, other food items and beverages prepared and served or dispensed for immediate consumption (ready for consumption with little or no further cooking or other preparation). The food and beverages may be purchased by those who consume the food, or by businesses or institutions on behalf of those who will consume the food. Excludes: • retailing of food and beverages packaged for storage rather than immediate consumption is in product 5.1.2, Reselling services for packaged food and beverages, retail. Same as product 1 in 722 list.	712111 712119 712120 712130 712190	712111 712112 712120? 712131 712132 712190 722	712110 712120 712130 712190 722	63210 63220 63290 63300
712	5.3	X				Admissions to film exhibitions	Allowing individuals and/or major groups to attend exhibitions of theatrical feature films in movie theaters, cinemas, and other venues such as film festivals, drive-in theaters, and film clubs. Same as product 1 in 51213 list.	712111 712119	712111 712112 712131 712132 512130	712110 712120 712130 712190	96151 96152
712	5.4	X				Admissions to live performing arts performances	Admission of individuals and/or groups to attend live performances of theatrical, musical, dance and other performing artists and companies. Includes admissions through sale of general public tickets, and seasonal subscriptions. Includes bundles of admissions with food and beverage service, backstage passes, etc. Includes personal seat licenses box leases. Revenues for this product includes admission and coverage charges as well as "memberships" fees paid primarily for the right of admission. Same as product 1 in 711 list.	712111 712119 712120	712111 712112 712131 712132 711	712110 712190 7111	96220 96230
712	5.5	X				Conservation services for artistic, historical and cultural works	Providing technical services to repair or stabilize the condition of artistic, historical and cultural works and artifacts, and protect them from future deterioration.	712111 712119 712120 712130 712190	71211 711510 931610	712110 712120 712130 712190	96411 96412 96421 96422 96320

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			Can	Méx	US			Can	Méx	US	
712	5.6	X				Licensing of rights to use intellectual property protected by copyright	<p>Granting permission to use copyrighted intellectual property owned or controlled by the licensor. Includes licenses to use property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to reproduce in or adapt to another format, medium, language or territory.</p> <p>Includes:</p> <ul style="list-style-type: none"> • temporary transfers of rights through licensing. • permanent transfer of individual or some rights (e.g., only book and/or film rights) through sale of such rights. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfers of all rights granted through outright sale of intellectual property. • granting the right to broadcast a live sports event. <p>Same as product 9 in 711 list.</p>	712111 712119 712120 712130 712190	712 711 931610	712110 712120 712130 712190	73310 73320
712	5.6.1				X	Licensing of rights to broadcast intellectual property protected by copyright	<p>Granting permission to broadcast copyrighted intellectual property owned or controlled by the licensor. Includes licenses to broadcast intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Also includes licenses to rebroadcast original broadcasts of spectator sports owned by teams and/or leagues. Includes the right to broadcast copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to broadcast in another format, medium, language or territory. Broadcasts include television, radio, internet, satellite, and cable.</p> <p>Includes:</p> <ul style="list-style-type: none"> • temporary transfers of broadcast rights through licensing. • permanent transfer of broadcast rights through sale of such rights. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfers of all rights granted through outright sale of intellectual property. • granting the right to broadcast a live sports event. <p>Same as product 9.1 in 711 list.</p>	712111 712119 712120 712130 712190	712 711 931610	712110 712120 712130 712190	73320

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712	5.6.2				X	Licensing of rights to publish intellectual property protected by copyright	<p>Granting permission to publish copyrighted intellectual property owned or controlled by the licensor. Includes licenses to publish intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to publish copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to publish in another format, medium, language or territory.</p> <p>Includes:</p> <ul style="list-style-type: none"> • temporary transfers of publishing rights through licensing. • permanent transfer of publishing rights through sale of such rights. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfers of all rights granted through outright sale of intellectual property. <p>Same as product 9.2 in 711 list.</p>	712111 712119 712120 712130 712190	712 711 931610	712110 712120 712130 712190	73320
712	5.6.3				X	Licensing of rights to reproduce intellectual property protected by copyright	<p>Granting permission to reproduce copyrighted intellectual property owned or controlled by the licensor. Includes licenses to reproduce intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to reproduce copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to reproduce in another format, medium, language or territory.</p> <p>Includes:</p> <ul style="list-style-type: none"> • temporary transfers reproduction rights through licensing. • permanent transfer of reproduction rights through sale of such rights. <p>Excludes: permanent transfers of all rights granted through outright sale of intellectual property.</p> <p>Same as product 9.3 in 711 list.</p>	712111 712119 712120 712130 712190	712 711 931610	712110 712120 712130 712190	73320

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712	5.6.4				X	Licensing of rights to film intellectual property protected by copyright	<p>Granting permission to film copyrighted intellectual property owned or controlled by the licensor. Includes licenses to film using intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to film using copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to use the property for filming in another format, language or territory.</p> <p>Includes:</p> <ul style="list-style-type: none"> • temporary transfers of filming rights through licensing. • permanent transfer of filming rights through sale of such rights. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfers of all rights granted through outright sale of intellectual property. <p>Same as product 9.4 in 711 list.</p>	712111 712119 712120 712130 712190	712 711 931610	712110 712120 712130 712190	73320
712	5.6.5				X	Licensing of rights to record intellectual property protected by copyright	<p>Granting permission to record copyrighted intellectual property owned or controlled by the licensor. Includes licenses to record using intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, and performing arts productions. Includes the right to record copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to record in another format, language or territory.</p> <p>Includes:</p> <ul style="list-style-type: none"> • temporary transfers of recording rights through licensing. • permanent transfer of recording rights through sale of such rights. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfers of all rights granted through outright sale of intellectual property. <p>Same as product 9.5 in 711 list.</p>	712111 712119 712120 712130 712190	712 711 931610	712110 712120 712130 712190	73320

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			Can	Méx	US			Can	Méx	US	
712	5.6.6				X	Licensing of rights to perform intellectual property protected by copyright	Granting permission to perform copyrighted intellectual property owned or controlled by the licensor. Includes licenses to perform using intellectual property that is implicitly or explicitly protected by copyrights, such as book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions. Includes the right to perform copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to perform in another format, medium, language or territory. Includes: • temporary transfers of performance rights through licensing. • permanent transfer of performance rights through sale of such rights. Excludes: • permanent transfers of all rights granted through outright sale of intellectual property. Same as product 9.6 in 711 list.	712111 712119 712120 712130 712190	712 711 931610	712110 712120 712130 712190	73320
712	5.6.9				X	Licensing of rights to use intellectual property protected by copyright, nec.	Granting permission to use copyrighted intellectual property owned or controlled by the licensor in a manner not elsewhere classified. Includes licenses to use intellectual property that is implicitly or explicitly protected by copyrights, such as computer software, book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, architectural drawings, and photographic and fine art. Includes the right to film using copyrighted intellectual property for an agreed period of time, manner, and place, such as the right to use the property for filming in another format, language or territory. Includes: • temporary transfers of rights through licensing. • permanent transfer of individual or some rights (e.g., only book and/or film rights) through sale of such rights. Excludes: • permanent transfers of all rights granted through outright sale of intellectual property. Same as product 9.9 in 711 list.	712111 712119 712120 712130 712190	712 711 931610	712110 712120 712130 712190	73320
712	5.7				X	Licensing of rights to use intellectual property protected by trademark	Granting permission for the commercial use of trademarked property (names, symbols, and logos, etc.) owned or controlled by the licensor. Same as product 10 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712131 712132 712190 711 533110	712110 712120 712130 712190	73340

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1	2	3	4	5	6	7	8	9	10	11	12
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	
712	5.7.1				X	Merchandise licensing- domestic and international	Granting permission for the commercial use of trademarked property (names, symbols, and logos, etc.) that is implicitly or explicitly protected as industrial property owned or controlled by the licensor on merchandise owned by other economic entities, such as T-shirts, hats, pens, mugs, toys, etc. Same as product 10.1 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712131 712132 712190 711 533110	712110 712120 712130 712190	73340
712	5.7.9				X	Other licensing of rights to use trademarked property	Granting permission for the commercial use (except merchandise licensing) of trademarked property (names, symbols, and logos, etc.) owned or controlled by the licensor. Same as product 10.9 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712131 712132 712190 711 533110	712110 712120 712130 712190	73340
712	5.8	X				Advertising services	Providing services that attract attention to a product, business, cause, etc. Includes: • the provision of space or time in print or electronic publications, or in broadcasts. • the provision of display space on various surfaces such as billboards and transit vehicles. • the creation of advertising messages. • agent services involved in buying and selling space or time for advertising messages. • the sale of venue naming rights, sponsorship rights, endorsement services and exclusivity rights. Excludes: • public relations services. Same as product 14.3 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 51? 515120 515210 517510 518111 5418? 541850 711 7131	712110 712120 713130 712190 713110 713120 7111 7112 7131 5111 51511 515120 515210 516110 517510 51811 5418 541850	83631 83632 83633 83639

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1	2	3	4	5	6	7	8	9	10	11	12
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	
712	5.8.1			X	X	Advertising space and time in print, broadcast, and other media	Providing advertising time or space in broadcasts and other media. Includes creation and design of advertisements when bundled with the provision of advertising time or space. Same as product 14.3.1 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712120? 712131 712132 712190? 515120 515210 517510 518111 711 7131	712110 712120 712130 712190	83631 83632 83633 83639
712	5.8.2				X	Leased display advertising media space	Leasing display advertising media space. This includes installation of the advertising substrate in the advertising space, maintenance, and removal of the advertising substrate. The leasing agreement may include additional services such as storage and rotation. Same as product 14.3.2 in 711 list.	712111 712119 712120 712130 712190	712? 541850 711 7131	712110 712120 712130 712190	83639
712	5.8.3				X	Exclusivity rights	Granting the right to require that all sellers of a specified good or service sell only specific brands of that good or service. For example, requiring that all beverage concessions sell only a specific brand of beer (also known as pouring rights). Same as product 14.3.6 in 711 list.	712111 712119 712120 712130 712190	712? 711 7131	712110 712120 712130 712190	83639
712	5.8.4			X	X	Sponsorship rights	Granting the right to associate specific goods or services, or a corporation or other entity, with an activity, product, or project that is carried out by a another entity. For example, a credit card company may pay a theatrical festival to be the "official credit card sponsor" of the festival. Sponsorships usually include the provision of advertising display space and may include exclusivity rights. Same as product 14.3.4 in 711 list.	712111 712119 712130	712111 712131 712190 712112? 712120? 712132? 711 7131	712110 712120 712130 712190	83639
712	5.8.5				X	Venue naming rights	Granting the right to name a performing arts or spectator sports venue. This product is typically sold to companies and serves to increase exposure of a company's brand name. Same as product 14.3.3 in 711 list.	712111 712119 712130	712? 711	712110 712120 712130 712190	83639

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1	2	3	4	5	6	7	8	9	10	11	12
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	
712	5.8.9			X	X	Other advertising services	Providing services that attract attention to a product, business, cause, etc., not elsewhere specified. Includes the creation of advertising messages. Includes agent services involved in buying and selling space or time for advertising messages. Includes endorsement services. Excludes: • public relations services. Similar to product 14.3.9 in 711 list but larger in scope.	712111 712119 712120 712130 712190	712 51? 5418?	713110 713120 7111 7112 7113 711510 712	83639
712	5.9	X				Training services, cultural institutions	Providing training in the operation and management of museums, historical sites, zoos, botanical gardens and natural areas, etc., including upgrade training to teachers.	712111 712119 712120 712130 712190	712111 712112 712120? 712131 712132 712190?	712111 712119 712120 712130 712190	92310
712	5.10					Rental of non-residential space in buildings or other facilities	Renting or leasing of buildings, or space within buildings or other facilities, for non-residential uses such as office space, industrial space, retail stores, or food service. Includes: • rental of sites on a "concession" basis for such purposes as selling merchandise or meals at entertainment and sports venues. • short-term rental of space for meetings, conventions, weddings, parties, and similar events. • rental of self-storage space. • rental of engineering works and structures. Excludes: • rental of land. • providing a location for the placement of coin-operated machines such as vending machines, video games, and children's mechanical rides. • providing a location for the display of advertising messages, such as on billboards or walls, is in product 5.8.2 Leased display advertising media space. • rental of parking spaces is in product 5.13, Parking services. Same as product 1.3 in 5311 list.	712111 712119 712120 712130 712190	712111 712112 712120? 712131 712132 712190 531113 531114 531115	712110 712120 712130 712190 531120 531130 531190 713110 713120	72112
712	5.10.1	X				Rental of retail space in or at other entertainment or recreation venues	Renting or leasing of space for the retail sale of merchandise at places of entertainment or recreation other than sports venues, such as theme parks, amusement parks and arcades, natural parks, theatres and cinemas, concert halls, etc. Includes rental of sites on a "concession" basis. Excludes: • providing a location for the placement of coin-operated machines such as vending machines, video games, and children's mechanical rides. Same as product 14.4.2 in 711 list.	712111 712119 712120 712130 712190	712111 712112? 712120? 712131 712132? 712190 531114 531115	712111 712119 712120 712130 712190	72112

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1	2	3	4	5	6	7	8	9	10	11	12
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	
712	5.10.2	X				Rental of space for food service in or at other entertainment or recreation venues	Renting or leasing of space for the sale of prepared food and beverages at places of entertainment or recreation other than sports venues, such as theme parks, amusement parks and arcades, natural parks, theatres and cinemas, concert halls, etc. Includes rental of sites on a "concession" basis. Excludes: • providing a location for the placement of coin-operated machines such as vending machines, video games, and children's mechanical rides. Same as product 14.4.4 in 711 list.	712111 712119 712120 712130 712190	712111 712112? 712120? 712131 712132? 712190 531115	712111 712119 712120 712130 712190	72112
712	5.10.9	X				Rental of non-residential space in buildings or other facilities, nec.	Renting or leasing of space in buildings or other facilities, for non-residential uses, not elsewhere specified. Includes rental of sites on a "concession" basis. Includes short-term rental of space for meetings, conventions, weddings, parties, and similar events. Excludes: • providing a location for the placement of coin-operated machines such as vending machines, video games, and children's mechanical rides. • providing a location for the display of advertising messages, such as on billboards or walls, is in product 5.8.2 Leased display advertising media space. • rental of parking spaces is in product 5.13, Parking services. Same as product 14.4.9 in 711 list.	712111 712119 712120 712130 712190	712111 712112 712131 712132 712190 531113 531115	713110 713120	72112
712	5.11	X				Amusement park and arcade rides, games and attractions	Providing amusement park and arcade-type rides, games and attractions. They may be coin-operated. Prizes may be won. The service may include transportation of the customer within the boundaries of the establishment (for example, scenic tours within an amusement park). These rides, games and attractions are usually, but not necessarily, located in amusement parks, arcades, theme parks and agricultural fairs. Excludes: • providing rides, games and attractions bundled with admission to an amusement arcade or theme park. • reselling merchandise in vending machines is in product 5.1, Reselling services for merchandise, retail. • gambling using electronic and mechanical gambling machines, such as slot machines and video lottery terminals. • renting space to others to place coin-operated rides and game machines. • sightseeing tours and excursions that travel outside the boundaries of the selling establishment. Same as product 2 in 7131 list.	712111 712119 712120 712130 712190	712131 712132 712190 7131 7139	712110 712120 712130 712190	96910 96930

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	
712	5.12					Rental of goods	Rental of goods.	712111 712119 712120 712130 712190	712111 712112 712120 712130 712132 712190 532299 7131 7139 721	712110 712120 712130 712190	732
712	5.12.1	X				Collection loans and rental of art works	Rental of artistic, cultural, historical or natural works. The works may be part of the collection of a museum, gallery or other institution, or owned by a commercial establishment. The works may be rented to such institutions or to individuals.	712111 712119 712120 712130	Si el producto existiera: 712111 712112 712120 712131 712132 712190	712110 712120 712130 712190	73290
712	5.12.2	X				Rental of audio guides	Rental of audio, audiovisual, and data guides to patrons of museums, historical sites, zoos, botanical gardens and natural areas.	712111 712119 712120 712130	712111 712112 712120? 712131? 712132? 712190?	712110 712120 712130 712190	73220? 73240?
712	5.12.3	X				Rental of sports and recreational equipment	Rental of sports and recreational equipment, such as bicycles, boats, scuba diving equipment or snorkels, skates, rackets, life jackets, tents, etc. Same as product 10.9 in 7139 list; subset of product 1.7 in 5322 list.	712190	712131 712132 712190 532299 7131 7139 721	712190	73240
712	5.12.9	X				Rental of other goods	Rental of goods, not elsewhere classified	712111 712119 712120 712130 712190	712111 712112 712120 712130 712132 712190 532299	712110 712120 712130 712190	732

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1	2	3	4	5	6	7	8	9	10	11	12
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	
712	5.13	X				Parking services	Providing parking for automobiles, motorcycles, and bicycles, both on-streets and off-streets. Includes the provision of space only, and the provision of space bundled with an automobile parking service ("valet service"). Includes residence parking space, such as parking service provided in apartment parking lots and garages. Parking may be covered or uncovered. Excludes: • renting lock-up garages or garage premises for vehicles by the month or year is in product 1.3.5, Rental of mini-warehouses and self-storage units space. Same as product 1 on 81293 list.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 812410	712110 712120 712130 712190	67530 97990
712	5.14	X				Recreational vehicle and tent sites for travelers	Providing temporary accommodation for travelers and others, comprising short-term rental of sites for erecting tents or parking recreational vehicles. Includes recreational vehicle site rentals bundled with sewage, water, electricity, television and similar services. Revenue for this product includes seasonal rentals and membership fees. Excludes: • sites rented with a trailer or recreational vehicle. • accommodation rented under terms and conditions of a principal residence (e.g., a trailer used as a permanent residence). Same as product 1.2 in 721 list.	712190	712120 712190 721	712190	63195
712	5.99	X				Other related products	Other related products provided by establishment classified in NAICS 712.	712111 712119 712120 712130 712190	712111 712112 712120 712131 712132 712190 561430 812990	712111 712119 712120 712130 712190	85940 97990