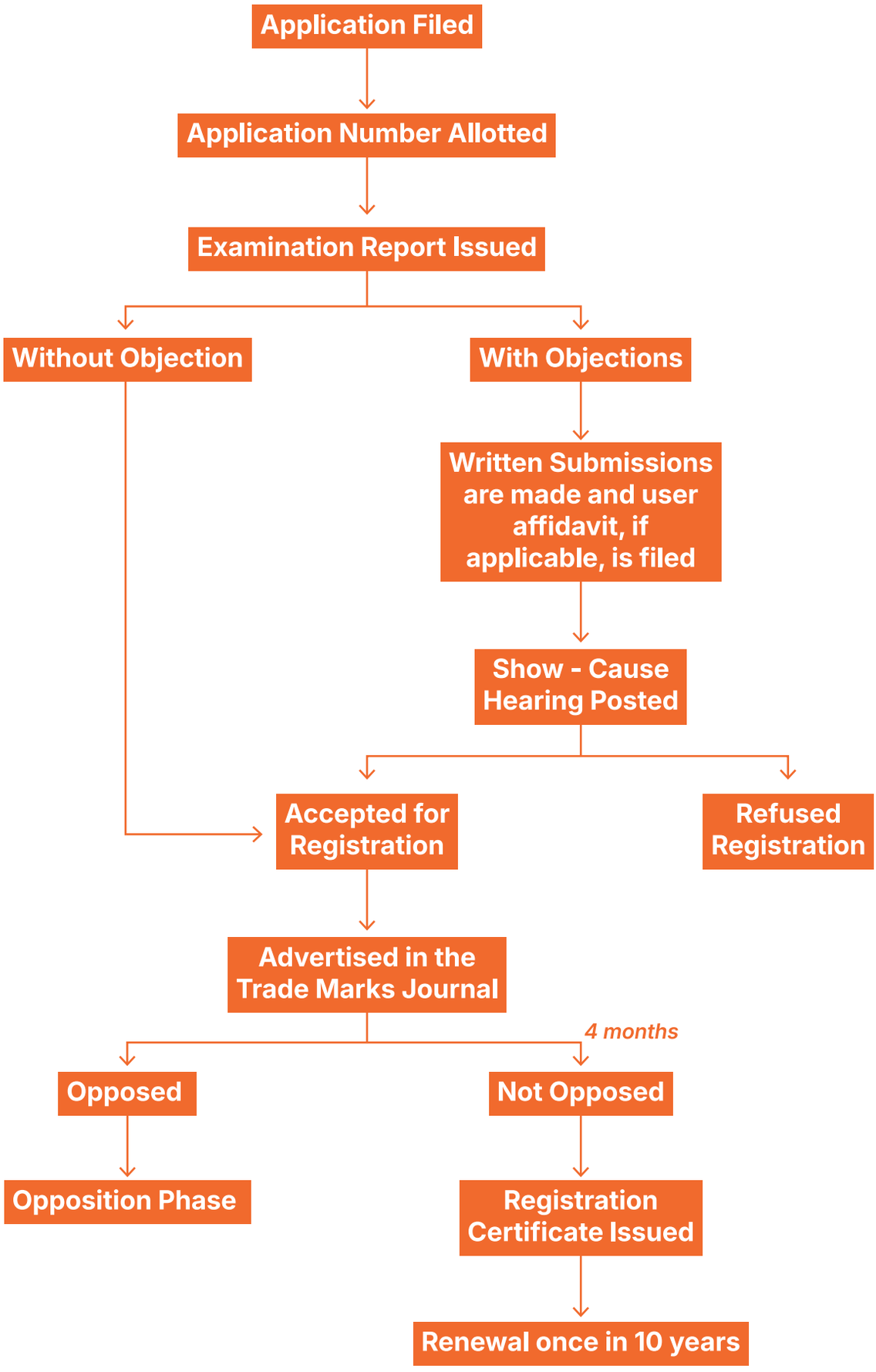Trademark Registration Process