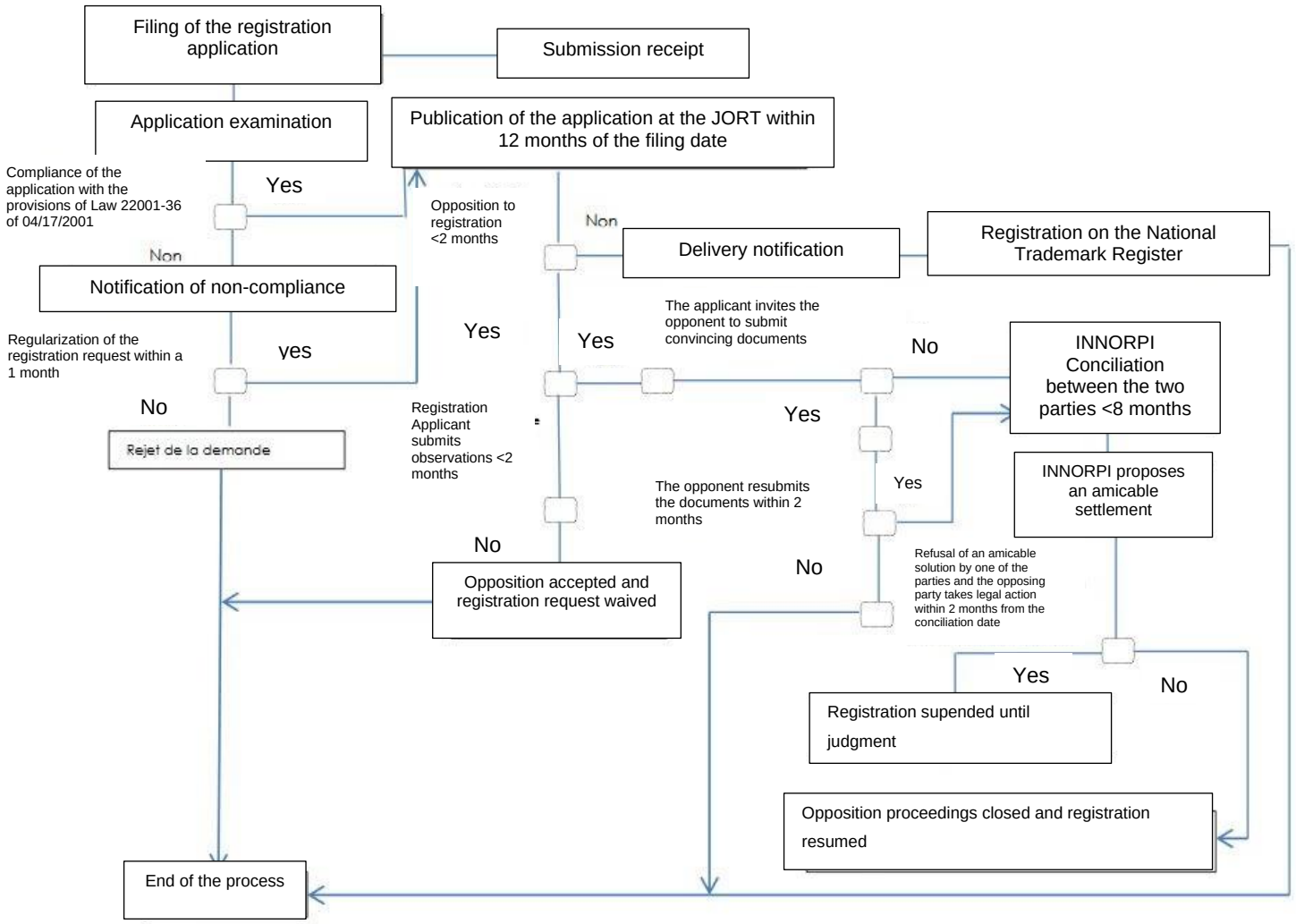Trademark and Service Mark Registration Application Procedures