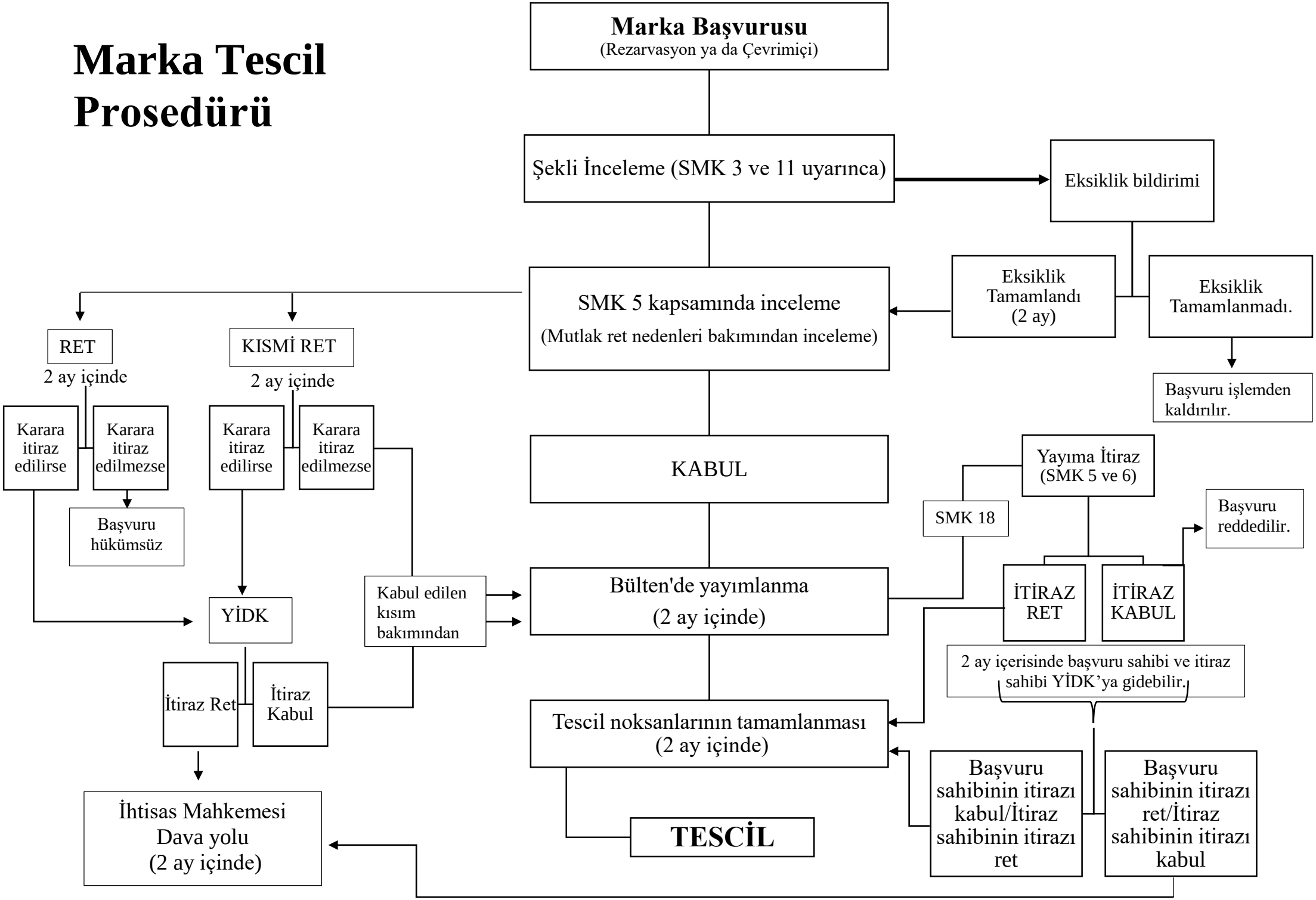Marka Tescil Prosedürü