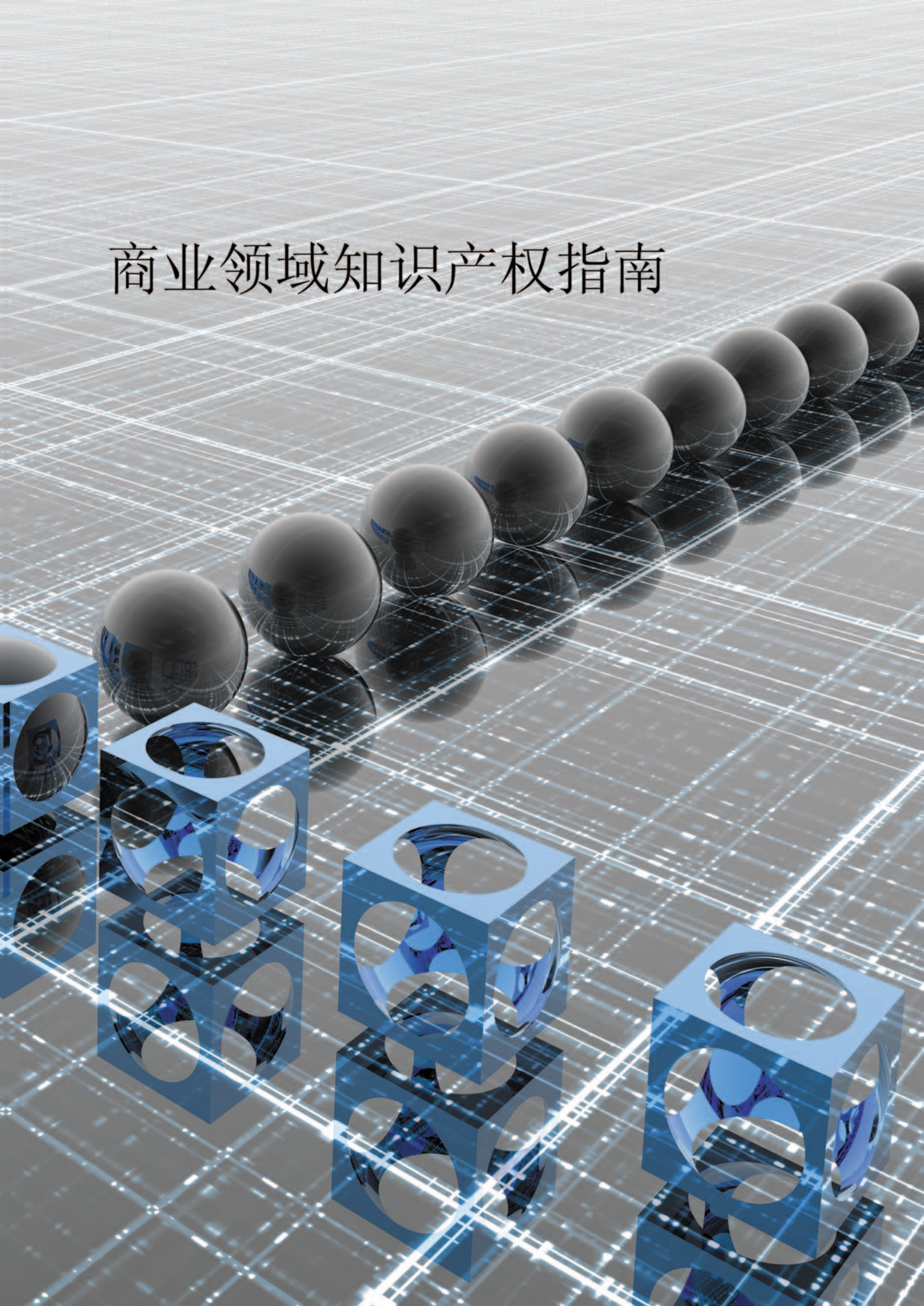商业领域知识产权指南