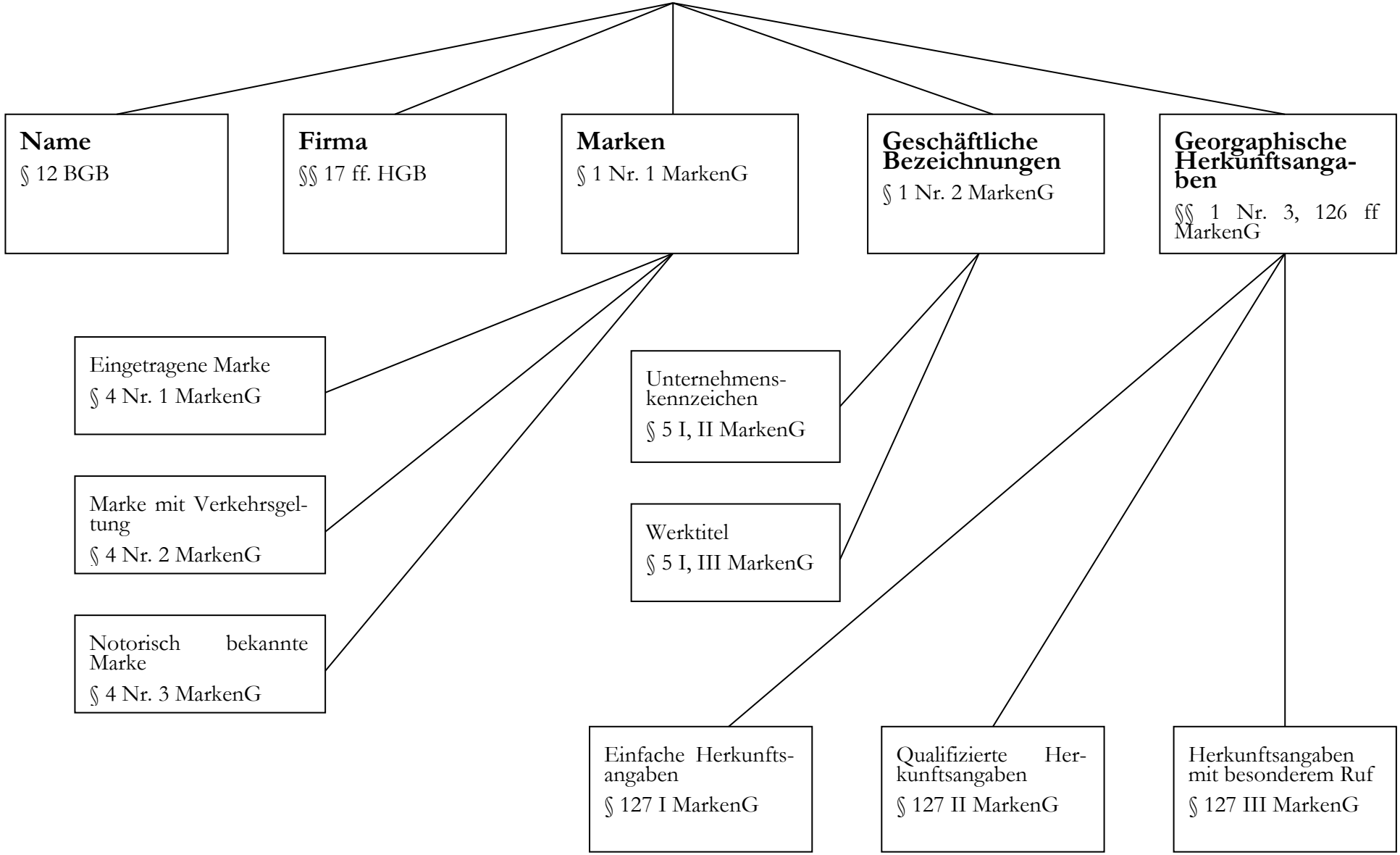Kennzeichenrechte