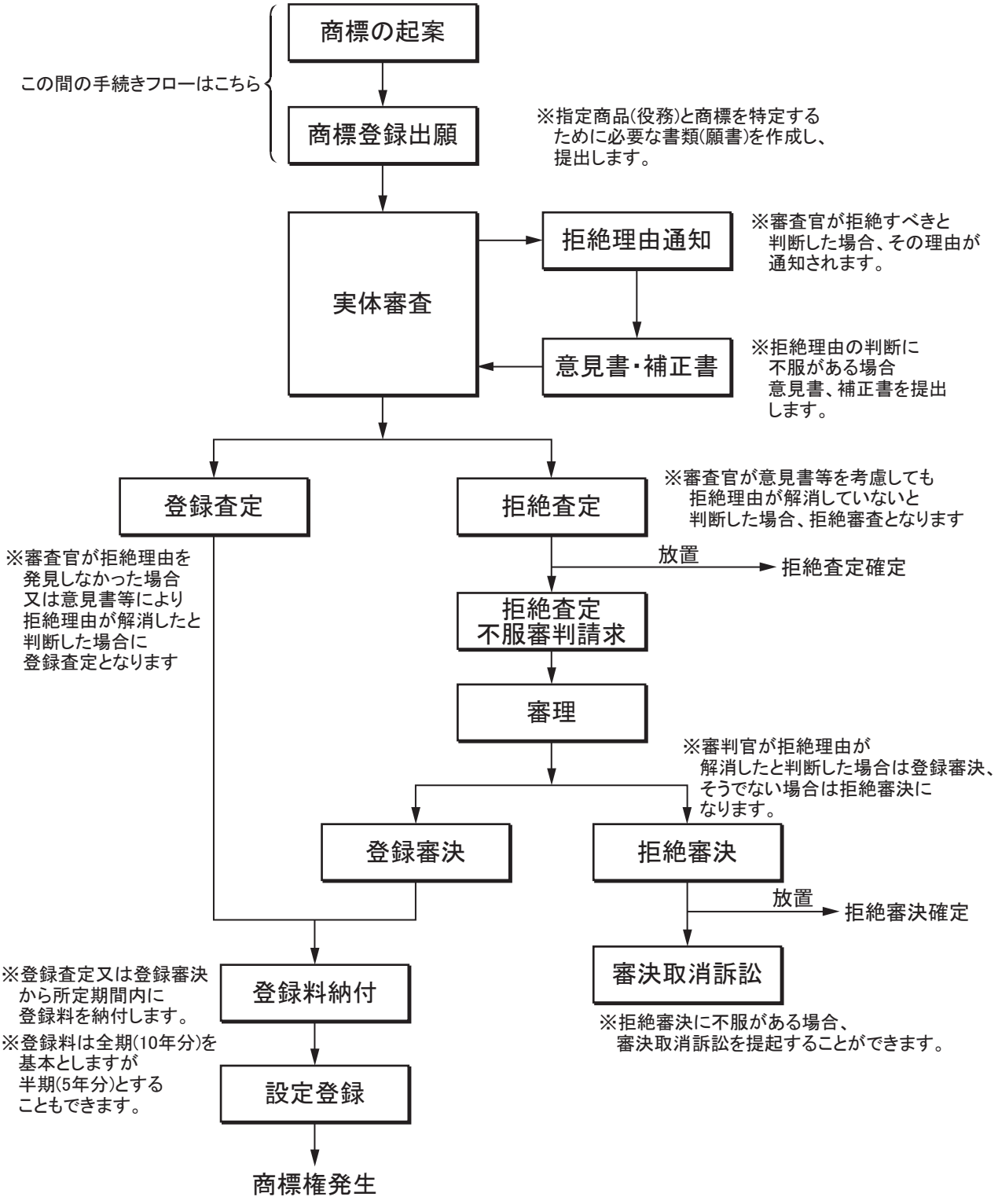商標の起案～設定登録までの手続フロー