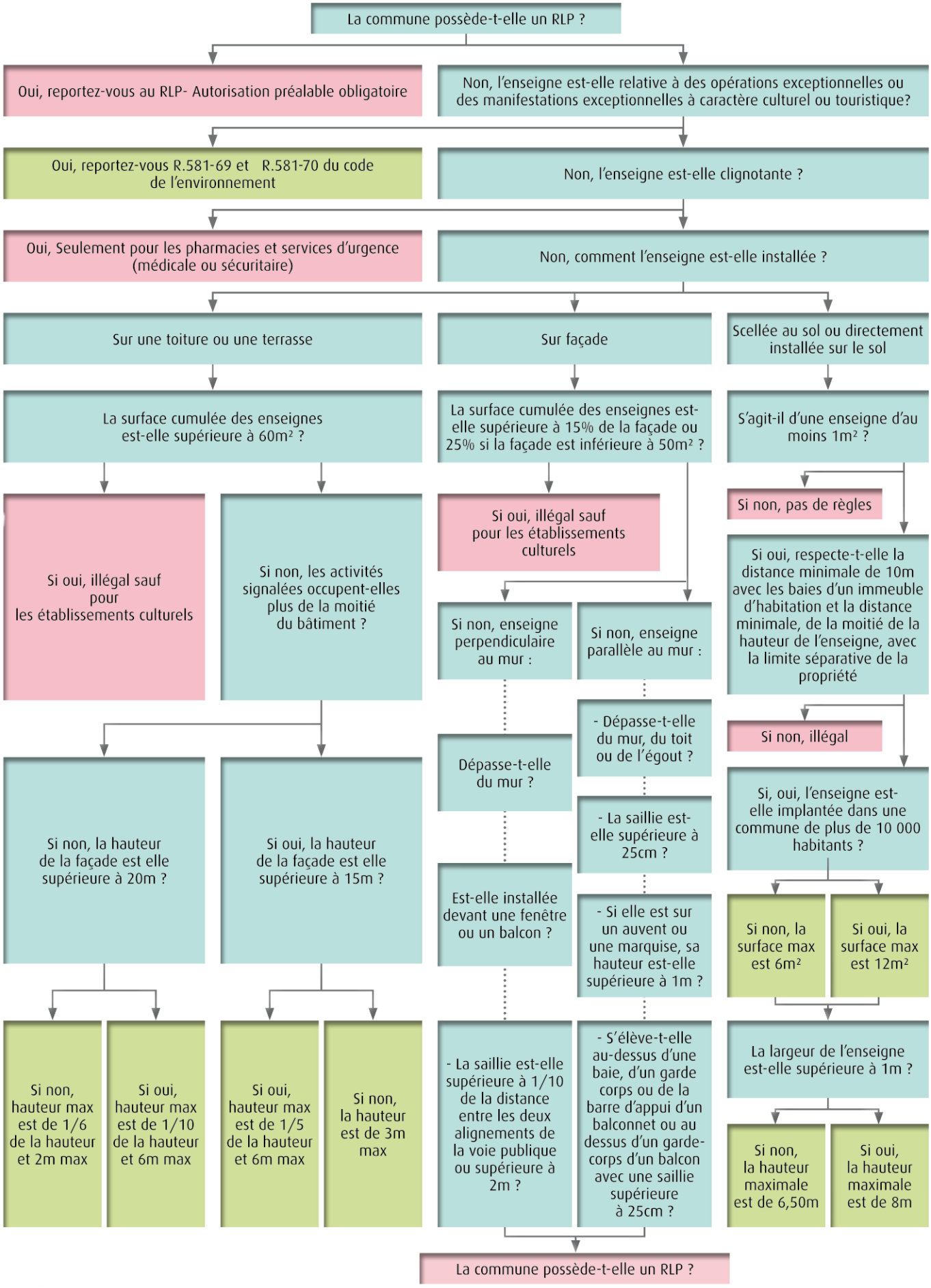Le régime de l'enseigne