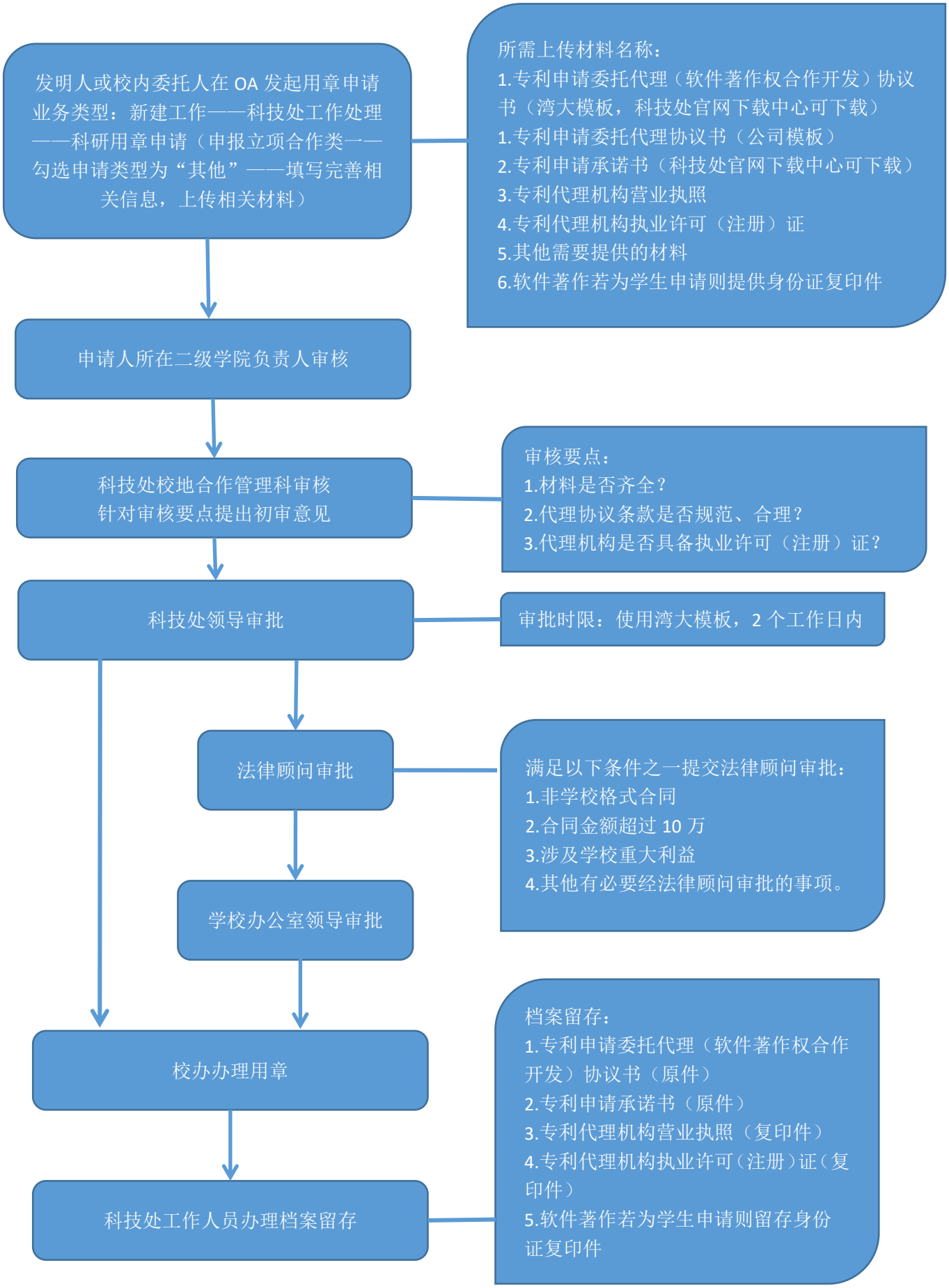北部湾大学知识产权申请委托代理用章流程