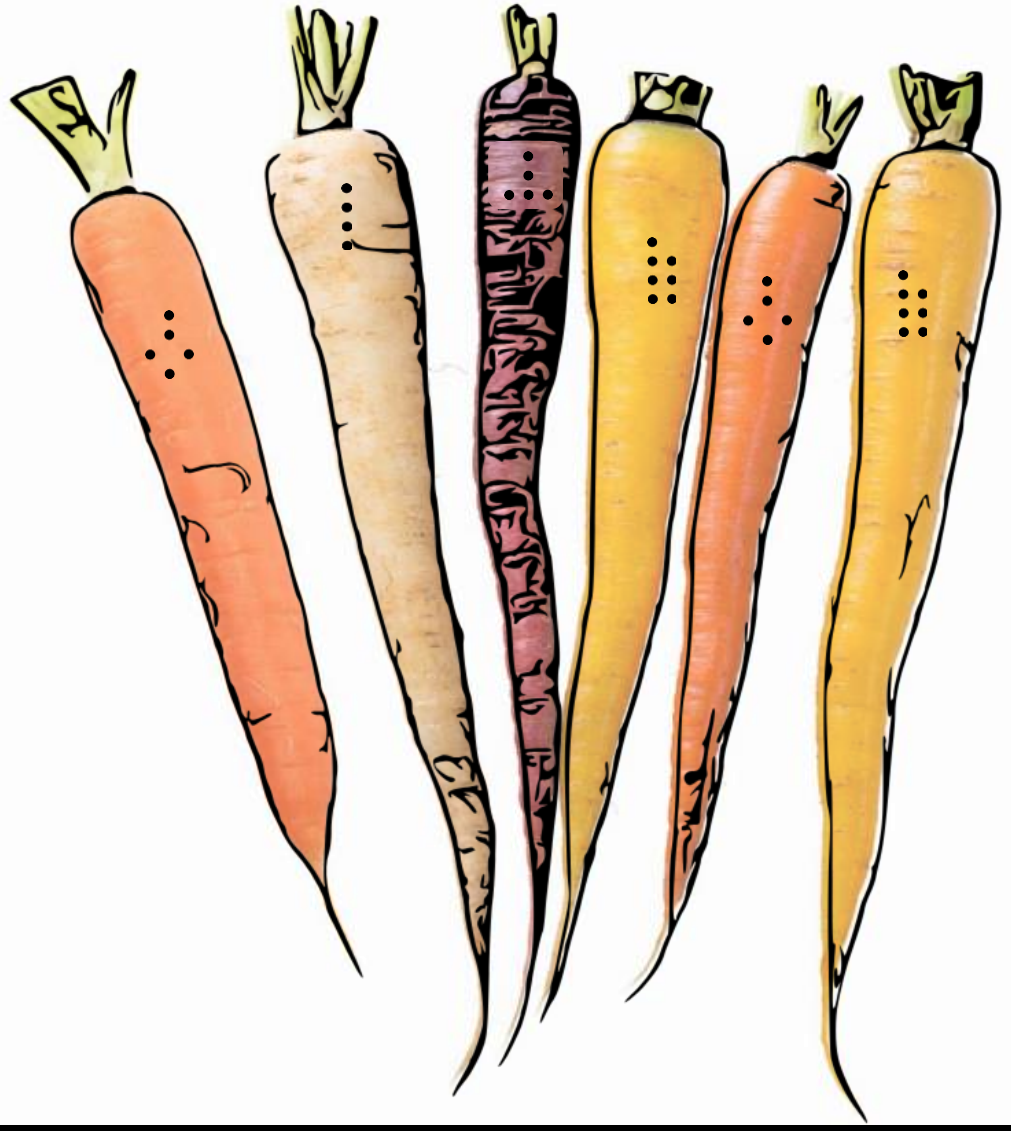Morcovul