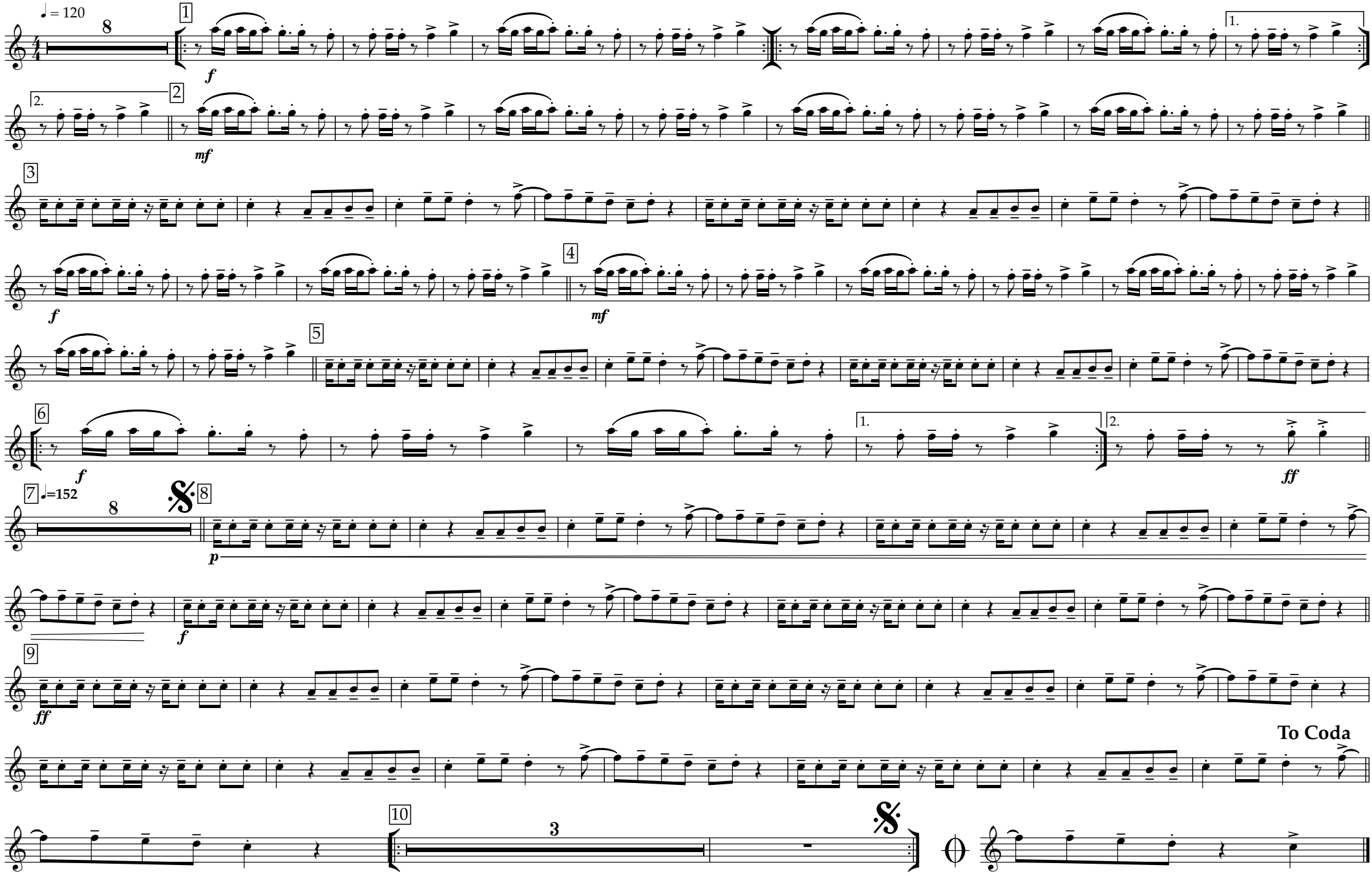Give It Up