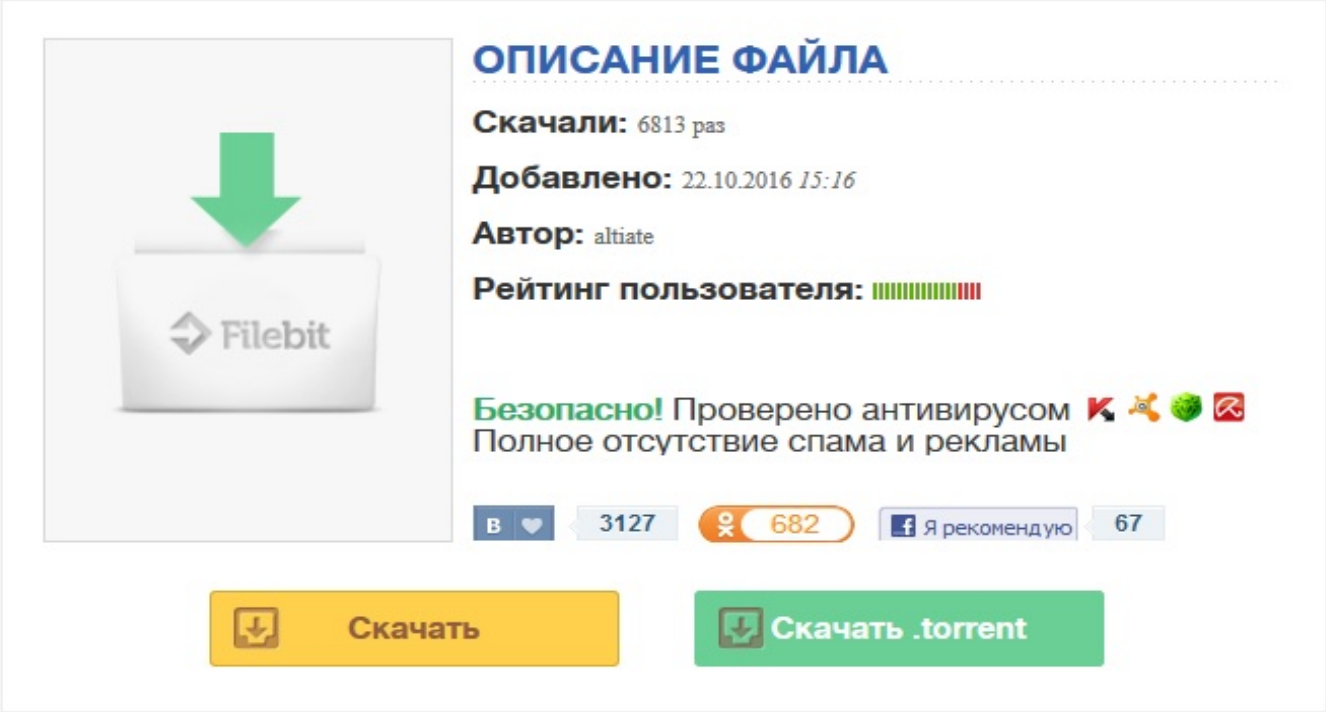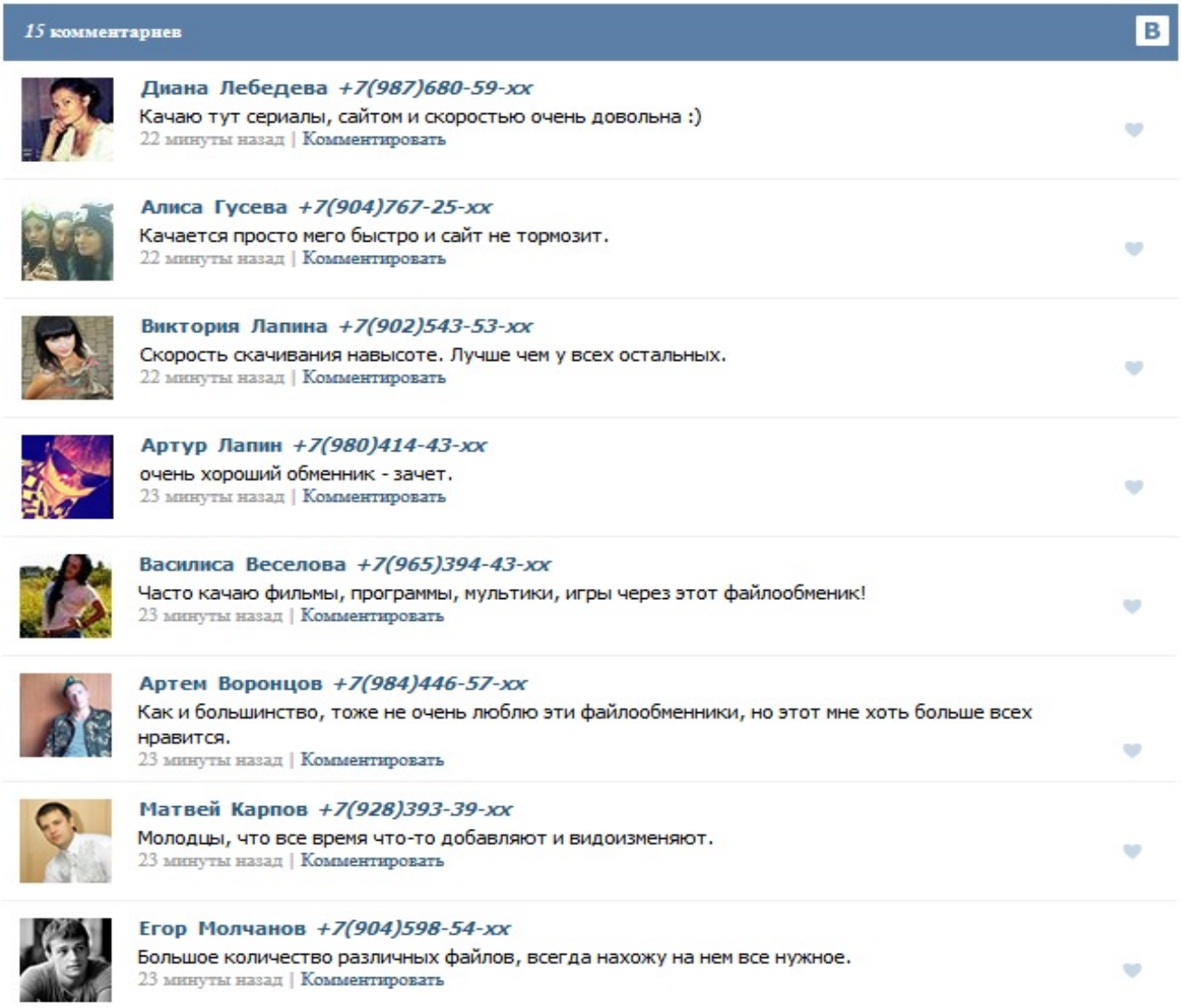образец претензии на возврат обуви в магазин