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Issue 610 • June 9 - June 15, 2011

Marketing Master

The Weekly's interview
with incoming Conference
and Visitors Bureau Chair
Bill Wiley



cover story • pages 8-9



briefs

City Council approves 2011-12 budget

The Beverly Hills City Council approved the appropriations limit, the operating budget and financial policies, and the Capital Improvement Program budget, all for the fiscal year 2011-12, on Tuesday night.

The City's operating and capital improvement program budget totals approximately \$418 million. According to Chief Financial Officer Scott Miller, the City was looking at an approximately \$4.5 million shortfall at the beginning of the budget process. The approved budget has a surplus balance of \$235,000, made possible by savings from furloughs, reduction in small equipment funding, reduction in general fund contribution to the CIP and other adjustments.

The City Council approved the appropriations limit unanimously, with little discussion. The City of Beverly Hills' appropriations limit is projected to remain about \$46.6 million below the limit of approximately \$176 million.

The California Constitution's Gann Initiative, which was approved by voters in 1978, specifies that appropriations from proceeds of taxes received by governmental entities may increase annually by the

calendar year change in city or county population and by the fiscal year change in California per capita personal income or the change in non-residential assessed valuation in Beverly Hills.

The City Council did not agree unanimously on the operating budget and financial policies and the CIP budget. Councilmembers Lili Bosse and John Mirisch voted no on the CIP budget and an amendment to the operating budget and financial policies resolution.

The operating budget totals about \$362 million, with about \$164 million allocated to the general fund operating budget, about \$92 million allocated to the internal service funds operating budget, about \$97 million allocated to the enterprise operating budget

and about \$9 million allocated to all other funds.

Bosse and Mirisch voted no on an amendment to the operating budget and financial policies resolution, because Bosse requested to pull a line item from the budget to consider separately. After the City Council voted unanimously to approve the budget without that item, Vice Mayor Willie Brien moved to amend the resolution with that line item added back in.

The item Bosse pulled was the upgrade of a part-time recreation and parks specialist position to a full-time recreation and parks coordinator. The position would increase from 35 to 40 hours a week, with an added cost of \$40,000 a year, due to increase in hours and the addition of benefits.

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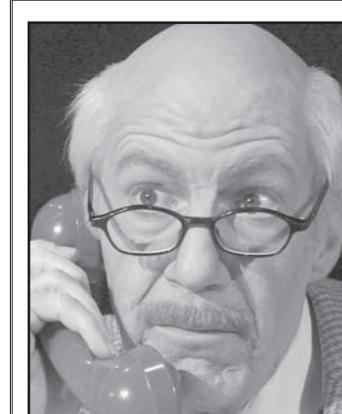
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Front cover photo: Two Rodeo



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WE ARE THE CHAMPIONS LA CIENEGA BOULEVARD

The undefeated Rangers won the Beverly Hills Little League Softball Minors on Monday night with a 12-6 victory over the Tigers. The Rangers, a team of girls ages 9 and 10, will compete this weekend in the District 25 Tournament of Champions at La Cienega Park.

Back Row : David Corwin (manager), Vic Levin (coach)

Middle Row: Kate Leib, Mia Grossman, Emily Schoen, Dorrit Corwin, Bailey Mendelson, Naomi Niv, Talia Gill

Front Row: Zoe Levin, Leore Slavick, Maital Hiller, Julia Smith, Julia Levkowitz, Emma Sunkin

Not Pictured: Dan Leib (coach)

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OUR DATA SPEAKS VOLUMES



“Given our situation financially I don’t necessarily for five hours a week more of work want to take on more benefits and ongoing [\$40,000],” Bosse said.

Mirisch said he agreed with Bosse.

“For five hours to go to a situation where we provide full benefits at this stage doesn’t make sense,” Mirisch said.

Director of Community Services Steve Zoet said that the department saw increasing the position to full-time as a growth opportunity for programs that could potentially generate revenue and would partially offset added expenses of the position.

Bosse and Mirisch also voted no on the

\$55.9 million Capital Improvement Program budget, a preliminary spending plan identifying priorities and likely timing of capital expenditures with a five-year projection.

Miller pointed out that the CIP budget is for budget and appropriations purposes only.

“Any dollar amount for a CIP project over \$50,000 is required by our own ordinances and resolutions to come before council for final approval,” Miller said.

The largest projects in this year’s CIP include \$14.65 million for a new community center at Roxbury Park, \$9.9 million toward improvements to the Public Works

Yard and Facilities on Foothill Road, and \$4 million out of a total \$12 million for design and reconstruction of North Santa Monica Boulevard.

During the discussion, Bosse pointed out that funding for Roxbury Park had changed since the project was first proposed in 2009, when it was proposed that \$9.9 million of its funding would come from the Recreation and Parks fund. Currently \$6.65 million out of the Recreation and Parks fund is allocated to the park, as well as \$6.5 million from capital assets and \$1.5 million out of the infrastructure fund.

“I had noticed in last year’s CIP budget, there was no funding allocated in any of the funds that this year’s CIP budget has,” Bosse said on Wednesday morning. “It’s the five-year projection, so I was questioning why just last year there was no money allocated for the five-year projection and now all of a sudden it’s allocated.”

Bosse said that even if she did not have questions about the project’s funding, she would not support the current proposal

for the Roxbury Park project although she agrees that the community center requires improvements.

“I don’t believe the proposed [community center] is what our community wants and I also don’t feel it has been vetted out well in terms of parking and circulation impacts,” Bosse said on Wednesday morning.

Mirisch did not comment during the discussion of the Capital Improvement Program budget.

“As I stated in previous meetings, I can’t support a CIP budget that doesn’t have any money set aside for the southeast, which is the area of town that is most in need of an upgrade,” Mirisch said Wednesday morning. “I’m not in favor of the amount of money that [we’re] planning on spending on Roxbury Park and I do not feel that a \$5 million renovation of the library at this stage should be a priority.”

Mirisch pointed out that a large part of the renovation is upgrading the children’s area, and that he is the only councilmember who

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Event Co-Chair Howard Szabo, TMCC Board President Mason A. Sommers, Co-Chair Sharona R. Nazarian, and Honorary Chair Producer Dean Zanuck. **Photo: Nancy MacKenzie**

Hundreds attend TMCC 12th Annual Car Drawing and Film Screening at the Academy of Motion Picture Arts and Sciences

The Maple Counseling Center’s 12th Annual Car Drawing and Film Screening, which was held at the Academy of Motion Picture Arts and Sciences on June 2, raised approximately \$90,000. About 450 people attended the event featuring the local premiere of *Love, Wedding, Marriage*, and the Sister Cities Student Film Showcase. Bud Heumann won the raffle for the 2011 Mini Cooper.



Horace Mann music teacher Ethan Smith leads the fourth and fifth grade combined choir

Huskies in Harmony

The Horace Mann fourth and fifth grade combined choir and the Husky Hula Club, the school’s ukulele ensemble, performed selections ranging from Johannes Brahms to traditional American folksongs to The Rolling Stones at the Spring Music-Share Concert in the Ron Brown Auditorium on May 26.



NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the Council of the City of Beverly Hills, at its meeting to be held on **Tuesday, June 21, 2011, at 7:00 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210, will hold a public hearing to consider:

AN ORDINANCE OF THE CITY OF BEVERLY HILLS CLARIFYING TERMS OF VALIDITY FOR DEVELOPMENT AND SUBDIVISION MAP APPROVALS

The proposed ordinance would amend Sections 10-2-206, 10-3-207, 10-3-1844, and 10-3-1847 of the Beverly Hills Municipal Code regarding the time periods in which rights granted pursuant to City development approvals must be exercised. The amendments, among other things, are intended to create consistency between the State Subdivision Map Act and the City’s ordinances related to subdivision map approvals, and to better coordinate extensions for projects that include both planning entitlements and subdivision map approvals. The proposed ordinance provides that it will not be applied in a manner that would cause an existing entitlement to expire at a date earlier than the expiration date applicable to such existing entitlement on the day that the proposed ordinance takes effect.

This ordinance has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. The City has determined that it can be seen with certainty that the ordinance will not have any significant adverse environmental impacts, and thus is exempt from CEQA pursuant to Section 15061(b)(3) of Title 14 of the California Code of Regulations.

At the public hearing, the City Council will hear and consider all comments. All interested persons are invited to attend and speak on this matter. Written comments may also be submitted and should be addressed to the City Council, c/o City Clerk, 455 N. Rexford Drive, Beverly Hills, CA 90210. The comments should be received prior to the hearing date.

Please note that if you challenge the Council’s action in regards to this matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City, either at or prior to the public hearing.

If there are any questions regarding this notice, please contact David Snow, Assistant City Attorney at 310.285.1055, or by email at dsnow@beverlyhills.org. Copies of the draft ordinance and related documentation are on file in the City Clerk’s office and can be reviewed by any interested person at 455 N. Rexford Drive, Beverly Hills, California 90210.

BYRON POPE, CMC
City Clerk

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currently uses the children's area because he has a young child.

"It is an excellent facility and the need is much greater elsewhere," Mirisch said.

About \$4.7 million was allocated to library renovations in the 2010-11 CIP budget.

BHUSD says it doesn't know the cost of Beverly Vista Building D

Despite the *Weekly's* repeated requests for information about the construction costs of Beverly Vista Building D, the district has been unable to produce the information.

According to Business & Facilities Consultant La Tanya Kirk, the Building D project was likely funded by Measure S. However, Kirk was unable to locate any records of the Beverly Vista Building D construction, which was completed in 2002.

"The Measure S files may be in deep storage somewhere, but not readily available, nor do I know if it exists," Kirk wrote in an e-mail on May 23.

Beverly Vista Building D opened in 2002, replacing two older brick buildings that were demolished in 1999. Despite allegedly being "state-of-the-art," the building has been beset by construction problems, including drainage design issues, lack of automatic controls on the HVAC/boiler system that has leaking valves, and fire-life-safety items that need to be addressed.

The *Weekly* followed up with Kirk on May 31.

"I was not able to locate anything on Building D," Kirk wrote in an e-mail. "I checked the two storage containers from Strategic Concepts and [there was] nothing there for that or any of the Measure S [the 1993 bond] projects. My only thought is they must have discarded them or placed them in offsite storage somewhere that we are unaware of."

Strategic Concepts is the company founded by former facilities director Karen Christiansen that BHUSD hired to oversee the Measure K and Measure E bonds.

Christiansen is now facing four charges of conflict of interest related to her work for the district.

The *Weekly* requested the information following the May 5 Board of Education meeting, during which Chief Facilities Official Nelson Cayabyab told the Board that Beverly Vista had a number of facilities problems affecting the entire site, including Building B, which reopened in 2007 after a renovation.

The *Weekly* contacted Kirk after Cayabyab said he was unable to supply information about the cost of Building D.

"Previous work on past construction as I mentioned at the board meeting, I have not thoroughly look[ed] at and will not comment because I was not here to monitor the work," Cayabyab wrote in an e-mail on May 9.

Twenty community members receive subpoenas related to Kobor case

Former mayor Linda Briskman, former Board of Education member AJ Willmer,

Planning Commissioner Brian Rosenstein, former Planning Commissioners Shahram Melamed, Kathy Reims, and Stacy Marks, *Weekly* columnist Rudy Cole and Marilyn Gallup were reportedly among 20 people who were subpoenaed relating to the lawsuit filed by the Kobor Family Trust in response to the City Council's 2010 decision to not allow medical offices at 8767 Wilshire Boulevard.

City Attorney Larry Wiener confirmed that 20 members of the Beverly Hills community received subpoenas, but he would not release the names of individuals out of respect for their privacy.

"I will say the subpoenas appear to target those who spoke in opposition to the project," Wiener said.

Gallup said she spoke against the project at one city council meeting.

"I didn't understand why I was served. I had no connection with the project," Gallup said.

The City filed a motion for a protective order to prohibit enforcement of the sub-



Ilene Knebel (left) and Marjan Zohoury (right)

El Rodeo and Hawthorne shop for a cause

Ilene Knebel from El Rodeo and Marjan Zohoury from Hawthorne were awarded \$500 and \$350 respectively for their schools at the awards ceremony for the School Cents program sponsored by the Westside Pavilion, which awards prizes to schools based on purchases at the shopping center's stores and restaurants logged by members of school communities.

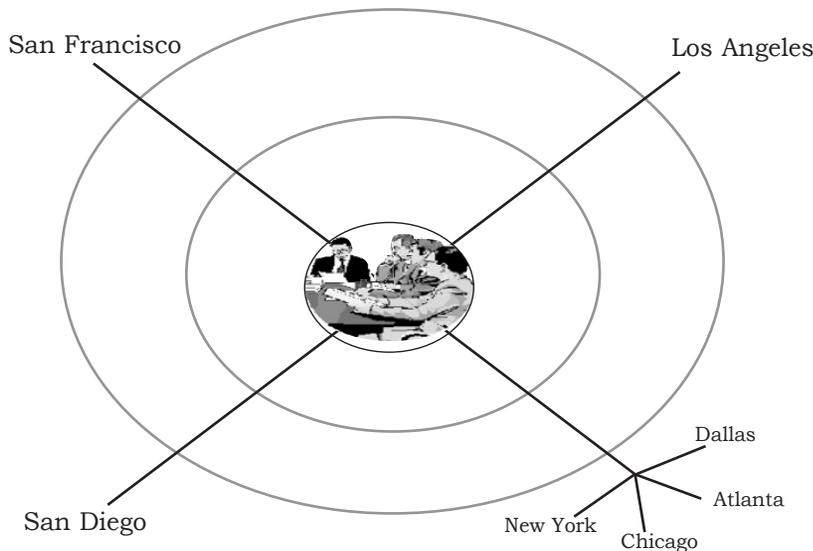
poenas. The motion will be heard on June 24. Los Angeles Superior Court Judge Amy Hogue has issued a stay of discovery, which temporarily prohibits enforcement of the subpoenas before the hearing.

"We objected to the subpoenas on the basis that they are a misuse of the discovery process and an attempt to punish and intimidate citizens for exercising their First

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Amendment right," Wiener said.

In a 3-2 vote in February 2010, the City Council denied developer Kobor Family Trust's appeal to change the land use at 8767 Wilshire Boulevard from general office to medical. Then-Mayor Nancy Krasne and then-Vice Mayor Jimmy Delshad voted in favor of the appeal.

The Kobor Family Trust filed a lawsuit against the City of Beverly Hills in April 2010. In January, Judge Hogue denied the Kobor Family Trust a writ of mandate that would have required the City to permit medical offices in the building.

According to Wiener, the Kobor Family Trust still has two causes of action remaining.

"They are alleging that they were denied due process and equal protection," Wiener said. "We believe that the judge has already addressed these issues when she denied their application for the writ and we have made a motion for a summary judgment on these last two causes of action and that motion is pending."

A summary judgment resolves a case without proceeding to trial. For a summary judgment to be issued, it would have to be clear based on facts and the matter of the law that it would be impossible for the opposing party to prevail if the matter proceeded to trial.

Kobor Family Trust attorney Ben Reznik was out of the country and did not return phone calls from the *Weekly*.

Bosse brings Rose Parade float back up for discussion

Two months after the Beverly Hills City Council denied the Tournament of Roses Committee's request for \$150,000 in matching funds to enter a float in the 2012 Tournament of Roses Parade, the idea is back on the table.

After an hour and a half of discussion, Mayor Barry Brucker directed Deputy City Manager Cheryl Friedling to set up a liaison meeting with the Chamber of Commerce, Conference and Visitors Bureau and Rodeo Drive Committee to assess their interest in entering a float in the parade or identifying other marketing priorities.

Councilmember Bosse reintroduced the idea of funding the float during a discussion of the City's tourism and marketing budget at Tuesday's study session. Bosse requested the study session item as a way to look at the "big picture" in terms of how the City was allocating the 2 percent of transient occupancy tax revenue used to fund City tourism and marketing initiatives.

Bosse explained that she was not comfortable committing to the float at the April 5 meeting because budget discussions had not yet started. Mayor Barry Brucker, Vice Mayor Willie Brien and Councilmember Julian Gold agreed with Bosse. Councilmember John Mirisch supported the float because he said it was the best use of money that would be allocated for tourism and marketing.

"My concern at the time was directing city money to this while my fear was library hours like last year would be affected, [and that there would be] furloughs and city services [would be affected]," Bosse said. "We had not even begun budget meetings or TOT allocations."



Donald, Vonzie, Carter and Chandler Paysinger, BHBL's Bruce Horowitz, Alan Nierob and Bernie Ghermezi

Weight room named for Paysinger family at Beverly High

The Paysinger Family Weight Room at Beverly High was dedicated on June 1, made possible by a \$35,000 donation from the Beverly Hills Basketball League to BHEF.

Since library hours will not be cut, Bosse said she was willing to consider allocating money to the float, which she pointed out was a great community and volunteerism experience. She added that it provides an opportunity for international exposure on television, which Mirisch had mentioned at the April 5 meeting.

Although the Tournament of Roses Committee requested \$150,000 in matching funds, the city council determined it would need to set aside \$350,000 as a worst-case scenario, if the committee fails to raise any money for the \$275,000 float. The additional \$75,000 covers the \$65,000 still owed to float-maker Fiesta Floats and a \$10,000 city loan to the Tournament of Roses Committee for last year's float.

City Attorney Larry Wiener told the council that the city it is not obligated to pay the outstanding costs of last year's float for the committee, based on an evaluation

of a letter that the city council sent to the Tournament of Roses Committee expressing support for the float. However, Brucker said that he believed paying the debt would be the ethical thing to do.

"There probably would be a consensus there would be no way we would go forward with a 2012 commitment when 2011 isn't paid in full, at least I would never commit to that," Brucker said.

Councilmember Julian Gold suggested that the city council consult the business community about its interest in the float. He also proposed the idea of setting \$350,000 aside in an escrow account to make sure that if fundraising came up short, the debt would

not have to be paid from the general fund.

"I want to protect and actually create a way to move forward, and the way to do that is to say to collective merchants, we will hold this money, all you have to do is replete it by donation," Gold said.

Bosse, Brien and Mirisch said they did not want to allocate money for the float that had already been allocated to the CVB, Chamber and RDC.

Gold said money would be released as donations were made to fund other marketing priorities.

"As fundraising dollars come in, the high-

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from the hills of beverly



School drive wins

And a committee harms JPA

By Rudy Cole

At some point, the school district and the city council should jointly pay special tribute to the incredible fundraising efforts by the leaders and volunteers of the Beverly Hills Education Foundation. Their “one million in one week” drive fell slightly short on both time and donations, but close enough to save jobs, restore programs and, equally important, again make us feel good about ourselves as a community.

Hundreds of volunteers worked each of the schools: mostly parents, PTA activists, teachers and administrators. BHEF officers sought out the major donors.

But for now a special recognition for **Jonathan Prince**, the BHEF chair. It is hard not to respond to his enthusiasm and energy. Keeping it all businesslike was BHEF VP for finance, **Todd Okum**.

School funding came up at Tuesday’s city council meeting in a rather convoluted way. An advisory budget/finance committee formed by City Treasurer **Eliot Finkel** made a very serious charge: the city “gives” the schools money “without any accountability.”

Finkel’s committee has some very talented and knowledgeable members. So, it was surprising to hear this claim made in such broad strokes and unrelated to the legal realities.

Councilmember **Lili Bosse** quickly pointed out that the funding through the Joint Powers Agreement are not grants, but money for specific services the district provides to the city and community. We do not “give” the schools donations, we pay for facilities. That is the only legal option available.

Bosse made the connection, giving Finkel a way out of the overly harsh and procedurally faulty allegations, by suggesting that what the committee really

meant was “accountability” for the precise contracted programs.

We have an elected City Treasurer, serving for four years and legally responsible for monitoring city investments, and almost nothing else. In our long history, no Treasurer has ever gone beyond that charge, and we have had some great talents in the office – **Frank Fenton** and **Joan Seidel** being the most recent.

No question, Fenton, Seidel and now Finkel performed well in their jobs. All three are financial professionals and have helped make the city’s investment programs fiscally responsible.

As for Finkel’s committee, it too has some highly talented civic leaders, and their work and reports may be valuable tools in the budget process. However, the committee and the Treasurer are also creating another layer of responsibility that dilutes both staff and council efforts. The council and staff, not the Treasurer, are responsible for the budget, despite what the title implies. They are the ones we can and should hold responsible.

Now, there is a far more serious problem, brought on by the Committee’s report to the city council Tuesday. When the question of holding the schools accountable was made the funding was compared to city allocations to other civic needs such as the Conference and Visitors Bureau.

If that was accurate, it could endanger the whole JPA program and deal a serious blow to our schools. The legal process of paying for services and facilities would be put in jeopardy. In more simple terms, “giving” money to schools would be illegal and could easily be challenged in court. The loose and generalizing statements made by the committee could really be a civic disaster, especially if the committee is really considered a legal city entity.

The city council totally gets it and fortunately, Bosse was there to “correct” the

record. Well-intentioned, probably, but another reason to make sure the existing code and ordinance delineation of duties is clearly understood and followed.

For the record, city staff does monitor JPA funding for school services and there is considerable accountability by the city departments and even by the council through their ad hoc committee.

Side note: Some years back then-councilmember **Tom Levyn** raised a similar question, but more in terms of amounts of the grants. He suggested the council, not some other committee, should look at the JPA and have more direct involvement on how it is spent.

A march on city hall by the then-PTA leaders led to a quick retreat. The message was clear: Don’t mess with the JPA.

Final thought: Before any quasi or official committee makes a public report, it should be vetted by the city manager and the city attorney. Both would have quickly spotted the legal debacles this could cause.

Tuesday’s budget vote was a bit of a shocker. For the first time in recent city government voting, the council split three to two for approval. Voting for were Mayor **Barry Brucker**, Vice Mayor Dr. **Willie Brien** and Councilmember Dr. **Julian Gold**. In opposition, and not precisely for the same reasons, were Councilmember **Lili Bosse** and Councilmember **John Mirisch**.

Here was Mirisch’s explanation: “I voted against the CIP [Capital Improvement Program] because it contains no funding for the development of the southeast part of town. It does contain funding for an over grandiose rebuild of Roxbury Park, as well as some \$5 million for the library, most of which will be spent on the Children’s Zone.

“As the only councilmember with a young child, I actually use the kid’s section, and it is more than functional and is in good shape, especially compared with surrounding libraries (in other cities). On the other hand, the southeast is pretty much blighted in a number of areas and is in need of immediate upgrading.”

Although she too voted against the CIP budget elements, Councilmember Bosse probably agreed with Mirisch mostly on the Roxbury Park improvement plan, not the library element.

As for “improvements,” Mirisch is at least partially right about the need to support regeneration in the southeast. However, even a cursory look at some other areas of the city will demonstrate how important creating city conditions and support for economic change should be. Yes, our business district is recovering nicely from the economic downturn, tourists are returning to our hotels, stores and restaurants, but there are signs of neglect.

Many vacant stores on North Beverly

Drive and years of unused store fronts on Wilshire between Spalding and Linden are not good signs of economic viability.

As for the southeast, and Robertson Boulevard, the city’s failure to create a parking facility to serve the area is lamentable and should become a priority. Here, Mirisch is right. As for making the southeast an entertainment zone, he might find residents not that supportive.

On balance, and even allowing for differences on priorities, the city’s financial staff team did an incredible job. This report, approved by the council majority, is a collaborative effort by many city agencies and departments, and it merits commendation by the community.

Love the *New York Times*, but their recent bit on the possible loss of prestige in our shopping areas, obliquely referring to Rodeo Drive and the possibility that very similar shopping areas in other Southern California venues make it less unique, was a bit of a stretch.

First, the story mixed elements of community assets. Quoting a real estate “expert” that the people who live here “really don’t like all those tourists,” is a specious argument.

Tourists on ugly buses traveling through residential areas hardly contribute to our sense of quiet enjoyment, but that has nothing to do with how much we value a shopping kind of visitor to our hotels, stores and restaurants, and, yes, Rodeo Drive.

Even a cursory examination of tourist statistics will show that, next to Disneyland, Beverly Hills and Rodeo Drive are the most frequently mentioned reasons for coming to Southern California.

There simply is no comparison. Rodeo Drive, in the middle of a fabled city with all the other advantages of personal safety, world class hotels, celebrity spotting and excellent dining are not duplicated anywhere, even though you can certainly find a Gucci in other shopping places.

Protecting and promoting the city “brand” is an ongoing challenge. Sometimes, we assume that any mention or publicity is good, but that simply isn’t true. We demean our external and even internal image by less-than-quality promotions.

Our real or stated perception of exclusivity is very much a part of our appeal. If we seem too needy, too ordinary in promotion, we demolish the attraction.

Put another way, we measure a restaurant’s success not just by the quality of their service or food, but how difficult it is to obtain a reservation. You won’t see Spago or the Montage offering discount coupons.

Honoring **Fred Hayman** and promoting the Walk of Style; the annual Golden Globes at our world famous Beverly Hilton, the Affaire in the Garden – all are positive examples of the right kind of attention. Bad, even horrendous, the opening ceremony for the 90210 event featuring the Kardashians. Yes, they are media stars and have a following, but for setters of style and excellence in living, not ready for BH prime time.

If it is “ordinary” or lacks even moderate

Woman Sings Song 731 Times in a Row After Using Thera-Gesic®

BEXAR COUNTY – After applying Thera-Gesic® to her sore back and neck, Mary Ann W., felt such relief that she burst into song and belted out “Take Me Out to the Ballgame” 731 times in a row.

When asked why that song, she PAINLESSLY replied, “None of your dang business!”



Go painlessly with Thera-Gesic®



ostentation, as snobbish as that may sound, it is probably not worth spending precious promotion dollars on the project.

There is another contradiction on our understanding of tourism: it is really taxation without representation. One of our most important revenue sources is the Transient Occupancy (bed) tax. We ask visitors to pay for city and school services they hardly ever enjoy. We are fortunate, tourists don't organize their own Tea Party.

Speaking of hotels, a refurbished, modernized and enlarged Bel Air Hotel will reopen on October 15. Unlike the **Beny Alagem's** mammoth improvements made when he bought the Beverly Hilton from **Merv Griffin** and kept the hotel smoothly

operating, the venerable Bel Air, as with its sister hotel The Beverly Hills, closed during remodeling.

The closure of the Beverly Hills certainly helped The Peninsula, and the Four Seasons "at" Beverly Hills in Los Angeles, and shutting down the Bel Air as the Montage Beverly Hills came into the luxury market, was great for the hotel and our tax coffers. Also, both the Peninsula and Montage hired some staff from both closed hotels. Will many return to Bel Air?

The historic Beverly Wilshire has a very different kind of appeal and is less likely to feel any impact from the Bel Air. The incredible success of two leading restaurants, Puck's "Cut" and the charming "Blvd." in the same hotel is remarkable.

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est priority dollars would be returned so that they would become available [for other uses]," Gold said.

Brien said he would not support allocating money from the contingency fund toward the float.

"Other events that may come up, other activities that may be requested by any one of our street or business areas, that's what contingency is for," Brien said. "I would not be willing to take money out of that right now."

Brien said he liked Gold's idea of engaging the business community, but he said "Our best return on dollars is putting people in hotels, because our TOT is higher on a per-night basis than retail sales, I think that's where we need to be putting money."

Gold said engaging business leaders would allow them to voice priorities.

"We've set some things that we think are not touchable, like contingency and buffer, but beyond that if it were to be that one or the other or all three of the business organizations came to us and said we think this is a better use of funds, I don't think we should be in a place to say no, we disagree with you," Gold said.

Brucker asked Friedling to look at the possibility of using \$110,000 that was previously unallocated, but was allocated to the CVB on June 1 by the City Council CVB/Marketing liaison committee; a portion of the \$250,000 anniversary fund; a portion of the \$150,000 contingency fund; or funds previously allocated to the three business entities.

Planning Commission to consider view ordinance, hear Mills Act presentation today

After more than two years of discussion and review, the Planning Commission may soon establish a process for restoring and preserving certain views in the Trousdale Estates area of Beverly Hills.

The Planning Commission has proposed an ordinance to address residential views obstructed by neighbors' foliage. The Planning Commission will consider the Trousdale View Restoration Ordinance at its meeting today at 1:30 p.m.

The Planning Commission considered the ordinance at its last meeting on May 26, during which about a dozen residents commented publicly. At the end of the meeting, no decision was made.

"What we're really trying to do is get

neighbors to speak to each other and resolve whatever differences they have about their views," Planning Commission Chair Dan Yukelson said. "If they feel their view is being blocked, we would like neighbors to get together and try to resolve [the issue] before taking it to the next step. If you look at the ordinance there's all kinds of bells and whistles to encourage neighbors to do that."

Last December, the Planning Commission recommended an ordinance to the City Council, which supported the proposed regulations but expressed concern about potential costs to view owners and to the City for the proposed review process.

To address the City Council's concerns, an ad hoc committee consisting of Mayor Barry Brucker, Vice Mayor Willie Brien, and commissioners Nanette Cole and Craig Corman met in April and came up with a list of suggestions for the Planning Commission's consideration.

The ad hoc committee considered two possible potential models, the model previously recommended by the Planning Commission, which could include a hearing before the Planning Commission, and the City Advisory Opinion model, in which the City would offer a neutral opinion but have no role in enforcing view restoration.

The ad hoc committee met on May 31 to review proposed revisions, which the Planning Commission will consider during today's meeting.

The staff report for today's meeting recommends abandoning the city advisory opinion, to avoid the possibility of that opinion competing with a later decision made by the Planning Commission.

The removal of the city advisory opinion option leaves two steps, initial neighbor outreach and mediation, prior to the Planning Commission's review.

To make the process cost-neutral to the City, the staff report states that "all procedural costs for the initial neighbor outreach, mediation and Planning Commission hearing steps are still proposed to be paid by the view owner as ... it is the view owner who receives the most benefit from the process."

The Planning Commission is also looking at a way of apportioning costs later in the process to encourage neighbors to work together.

"Depending on participation someone might get from the foliage owner, the

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School Board election: At last, some viable candidates for the November campaign. Remember, two incumbents, **Myra Lurie** and **Steven Fenton**, have said they will not seek reelection. Fenton will only have served one term, Lurie serving two.

Those testing the education, political waters are a current city commissioner and school activist, several members of the PTA (no, not as candidates of that organization, spare me the angry letters), **Damien Bean**, a CPA, school parent and member of the Facilities Advisory Committee as the only announced challenger.

Attended a great event last week hosted by UCLA's Hillel, honoring outstanding Persian women leaders. Hillel chair, **Frank Ponder**, the retired Bel Air Camera

guru, and his UCLA staff presented a well-organized dinner at a Westwood Sephardic Temple. Many Beverly Hills residents attended and are involved in Hillel. (We are starting an intercultural discussion program for our community. More on this in a later edition.)

Rudy Cole served for eight years as a member and chair of the city's Recreation & Parks Commission. He was also President of the Greystone Foundation and served on three other city committees. Rudy can be reached at: Rudy@bhweekly.com.



Mayor Barry Brucker (left) and City Clerk Byron Pope (right) welcome Israeli City Clerk Riad Hassoun to Beverly Hills on June 1.

Byron Pope welcomes Israeli City Clerk to Beverly Hills

Beverly Hills City Clerk Byron Pope and Mayor Barry Brucker welcomed Israeli City Clerk Riad Hassoun to Beverly Hills on June 1, which was Jerusalem Day, marking the 44th anniversary of Jerusalem's unification.

Following last month's International Institute of Municipal Clerks Annual Conference in Nashville, Tennessee, where Hassoun and Pope met, Hassoun of Daliat-El-Carmel, a Druze town in the Carmel Mountains, embarked on a nine-state tour in the United States.

"Even in different states clerks do things a little differently," Pope said. "It's always good for us to get together and learn together. [The visit] was nice for our friendship and camaraderie, [since] I see him every year at the conferences."

Pope called the conference, which took place May 8-12, a "phenomenal event," and he compared the conference's opening ceremony to that of the Olympics.

"During the opening ceremony, the flag from every state in the United States is carried in, followed by the city clerks that are attending from that state," Pope said. "Once the United States is in place, the flags come in with the clerks that are visiting from the other countries and we have this humongous sea of flags at our opening ceremony, which is a wonderful sight to see."

Pope recognized Hassoun as Israel's flag carrier at the ceremony. The national anthem accompanied each country's procession.

Beverly Hills resident Ari Bussel and former *Beverly Hills Courier* editor Norma Zager, who work together on the project "Postcards from America - Postcards from Israel," invited Hassoun for the visit. Hassoun hosted Bussel and Beverly Hills resident Shoshana Terri on their recent visit to Israel.

Following the City Hall visit, Hassoun attended a luncheon at Shanghai Grill with a group of Israeli activists, and visited with the local board of the Zionist Organization of America at Dr. Robert and Susanne Reyto's home. Singer Ed Ames attended the ZOA event.

coverstory

MARKETING MASTER



The Weekly's interview with incoming Conference and Visitors

Bureau Chair Bill Wiley

By Melanie Anderson

Bill Wiley will take over as Chair of the CVB on July 1. Wiley has been the general manager of Two Rodeo since 2007.

What is the CVB?

It is the marketing arm of the city of Beverly Hills. Our goal is to bring visitors to our city to stay here, to dine here, to shop here, to want to come back and visit and also, when we say visitors, it's our local community as well. CVB has a special relationship with the local residents here. They're really our best and most important customers.

How did you get involved with the CVB?

I've been involved a little more than two years. When the CVB was initially formed, previously it was under the management of the Beverly Hills Chamber of Commerce and when it was split off, it became an independent non-profit agency. The executive director at the time invited several different business people in the community to become a board member. I was one of the people that was asked.

Where are most of Beverly Hills' domestic and international tourists coming from?

Domestically, we have a majority coming right from Beverly Hills, Bel Air, Brentwood, and the surrounding areas. We get a good deal of customers, certainly a lot of people that travel in California that are local visitors, too. Our strategy is multipronged; it includes our local audience, as well as our California audience. Generally people who take trips in California take trips within the state. They'll come for a long weekend. We have our national market. A lot of people who come to California come from New York, and Dallas and Houston, Texas.

Internationally, we're seeing more and more people—the visa restrictions have changed—coming from China. [They're] very important customers for us. We also see more customers coming from South Korea [because of] the visa changes that allow easier travel to the United States. Japanese tourists have been and continue to be very important customers of ours. We have [had] a lot of customers come to us from Australia this year. Beverly Hills is a worldwide destination. A lot of it depends on the time of year. During the summer we

see more people from the Middle East.

Is summer the busiest time of year for tourism in Beverly Hills?

We really see tourism year-round. Different people tend to take their vacations at different times, but if you walk down the street you'll hear so many different languages. It's really terrific.

What is the status of the new visitors center?

The city is constructing the building at 9400 Santa Monica Boulevard and the base building is just getting under construction now. The plan is for them to complete that in February of next year and we expect to have the visitors center open about four months from the time that we get it, to build out the visitors center and the CVB offices. We're in the process of doing the space planning.

What will the visitors center look like?

What it will look like is to be determined. What its functions are we can talk about. The office component of it is where the different team members and staff work and execute the strategic plan that we've set up for the CVB, and the front of the house is the visitors center. When people come to Beverly Hills, this will be the first place that they'll want to stop at to find out what's going on, to purchase Beverly Hills branded merchandise, everything from where do I stay, where do I eat, where should I shop, what's going on, what are the cultural events going on? It will be right across from the [Wallis] Annenberg [Center for the Performing Arts], so that's another great plus for it. We envision this as a place where visitors are going to want to come whenever they stop in Beverly Hills because they'll be able to find out all the great things the city has to offer.

Do you have a current visitors center where tourists can get information?

The current CVB offices that they share with the Chamber perform that function now. We expect [the new center] to be much more up to Beverly Hills' standards and expectations of really having a place that reflects the image of the city.

The Rodeo Drive Concours d'elegance is coming up on June 19. Tell us about that.

This year is going to be very special. The theme this year is the Art of Italian Motoring and it's the 150th anniversary of the unification of Italy. We're celebrating Italian motorcars and Italian food. The cars that will be on the street will be some kind of tie-in with Italy. Fiat's one of our big sponsors. They're going to be unveiling the Fiat 500. We expect to see many beautiful cars from Italy. We're actually even working on right now having a 36-foot gondola on the street. I think this year is going to be spectacular.

How will the CVB be involved with this year's Taste event?

We're just getting started in getting involved in that now, so we definitely want to see this be a successful event, an event that reflects well of the city. Certainly, [we'll be involved with] promotion. We also want to make sure that the concerns of the businesses as well as of residents of having a big event on our main street are addressed as well.

How does the CVB interact with city council and staff?

Our liaison is [Councilmember] John Mirisch and Vice Mayor Dr. Willie Brien, so we interact with them on a fairly regular basis, but certainly in my role and Julie [Wagner's] role, we want to be available any time anyone from the city council or city staff wants to meet with us [about] their vision for the CVB and goals they feel are important. We want to make sure that we're hitting the priorities that the city's elected officials envision for the marketing of the city. At the city staff level, the city manager's office is principally where our interaction is, and it depends on what the initiative is. We talk to [Deputy City Manager] Cheryl Friedling, [Assistant City Manager] Mahdi Aluzri, and [Deputy City Manager] David Lightner. Principally, we've been talking to them about ongoing business, our work plan and our budget.

Do you think it was a good move for the CVB to split from the Chamber of Commerce?

I wasn't involved with the CVB when it was part of the Chamber so it's hard for

me to compare the two. I can tell you we're just looking forward now, we're not looking back at whether it was better. I think in many senses it's better because we have some of the best people in the business and marketing community involved in the organization. That makes it special. We've got a great staff at the CVB that is dedicated and works extremely hard. I'm very happy to be a part of it quite frankly.

How does the CVB work with the Chamber of Commerce and the Rodeo Drive Committee?

With the Chamber of Commerce there's tie-ins where we want to attract and retain businesses in the city. One of our big strategies is supporting signature events and developing events and supporting city-funded events. These are things that are very good for business. The hotels are a huge economic engine for the city. [We're] working closely to bring people to stay in the hotels so that when they're here to be aware of what's going on, what restaurants to dine in, stores to shop in.

The CVB just launched a new website [www.lovebeverlyhills.com]. There's an opportunity there for so many businesses in Beverly Hills to participate, to have their information there and to make it a kind of one-stop website for booking your hotel, finding out what's going on, where to dine. We've really expanded quite a bit and in the coming year we'll be expanding it even further.

Are you looking forward to working regularly with Chamber President Bruce Schulman and Rodeo Drive Committee Chair Tom Blumenthal?

I see Tom all the time. I don't know Bruce that well, [since] he's new to that position. I've known Tom Blumenthal from RDC because he's been chair for the last two years there. I'm a member of the Chamber, so I talk to people at the Chamber all the time. I'm also on the EDC [Economic Development Council].

How do you feel about the CVB's decision to let go the official ambassador Gregg Donovan?

I think it was time for a change. I think really the new ways that we're looking at doing this is with the visitors center and a stronger online presence. I think it's a more up-to-date way of getting out the word and assisting our visitors that come to the city.

Will the CVB be hiring a permanent executive director any time soon?

I think Julie [Wagner's] the right candidate for the permanent executive director position. She was the marketing director, so it's a great natural fit for her to migrate into that position. It's a marketing organization and Julie has more than 20 years in the luxury and hospitality marketing business, so she is a great find for us. She is extremely dedicated [and a] very hard worker. I really enjoy working with Julie.

Tell us about your responsibilities as general manager of Two Rodeo.

I'm responsible for the marketing, leas-

ing, management and day-to-day operations, the financial performance of the investment, hiring and training the staff that work here, and of course delivering those services to our customers who are our tenants, as well as our guests that come here every day who are the customers of our tenants.

Who are the realtors you regularly work with at Two Rodeo?

Our broker for this property is Jay Luchs. We cooperate with other brokers, [including] Dembo Realty, CB Richard Ellis and BRC Advisors.

How does your experience as Two Rodeo's general manager help you as Chair of the CVB?

I've been involved in property management for nearly 25 years. I think some of it's certainly organizational management. I

think that being the manager of Two Rodeo I have a good understanding of what the needs are of the retailers that are here. It gives me an opportunity to really talk to them about their businesses, what their business needs are and how we can better serve them and their customers.

What do you like most about working on Rodeo Drive?

It's afforded me the opportunity to meet so many people. I don't feel like I've been here that long, but Beverly Hills is so much like a small town, a close-knit community. It's given me the opportunity to meet so many terrific people. It's beautiful, it's friendly, the nicest place you could possibly want to live or work.

Tell us about your family.

I've been married [to Pamela Wiley] for

15 years. Pamela works in the legal department at the Writers Guild of America. Since 1986, [I've lived in the Los Angeles area]. We love to travel, that's one of the things we love to do in our spare time together. I like to play golf and I think that we just enjoy spending time together, which is nice after all these years.

What are your priorities for Two Rodeo in the near future?

We've recently signed up some fantastic new tenants here. Stefano Ricci is now under construction. In the last couple of years, we've really repositioned Two Rodeo to be the centerpiece of fashion, jewelry and other luxury items. Some of the tenants that have [recently] moved here that we're very happy to have are Lanvin and Agent Provocateur. Galerie Michael moved here; it's been on Rodeo Drive for 30 years

now. David Orgell recently moved here, the oldest retailer on Rodeo Drive. Recently Stephen Webster opened up a jewelry boutique here. Another new retailer we have here is Richard Mille. And of course we've got our great tenants that have been here for quite awhile. We're happy to say all of our retail locations are leased.

I see it really as an honor and a privilege to serve in this capacity as the chair of CVB, and to work closely with the city, with the business community and the residents, to really try to make the city everything that it can be. It's a great opportunity and a real privilege.

COMING NEXT WEEK:
Thanks for the Memories—BHUSD retirees look back on their careers in Beverly Hills

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amount of costs borne by either party can shift," Yukelson said. "If it comes to a decision where the foliage owner was at fault and refused to participate, costs shift toward that person. If the foliage owner participates, costs are going to shift toward people that own the view."

Earlier in the meeting, historic preservation expert and consultant Janet Ostashay will make a presentation about the Mills Act preservation tax incentive. The City Council has directed planning staff to develop an ordinance that would enact the Mills Act in Beverly Hills.

According to the Planning Commission's staff report, the Mills Act was enacted by the state of California in 1972 to grant "participating local governments the authority to enter into contracts with owners of qualified historic properties to receive property tax relief by actively participating in the restoration and maintenance of their historic properties."

"Once we have this presentation, staff is going to set up a Planning Commission meeting," Yukelson said. "We can hopefully come up with a recommendation to the city council to adopt the Mills Act into our city code."

New hybrid Beverly High bell schedule combines block and daily schedules

Since August, a committee spearheaded by Beverly High Principal Carter Paysinger and Assistant Principal Jen Tedford has worked on crafting a new school bell schedule to meet the state's minimum requirement of annual instructional minutes.

"The number one goal was to make sure that we come up with a bell schedule that will be satisfactory and effective for several years," Paysinger told the Board of Education, which unanimously approved the proposed bell schedule on May 31.

Vice President Brian Goldberg asked for assurance that the proposed bell schedule met the minimum requirement of providing at least 64,800 annual instructional minutes. Beverly High bell schedules, including the current schedule, have failed to meet state requirements in the past.

Paysinger and Tedford assured the Board that the new schedule meets state require-

ments. The Beverly High administrators provided a document mapping out daily and weekly minutes for the entire 2011-12 school year, totaling 64,953 minutes.

The committee engaged staff, parents and students to come up with a schedule that would meet stakeholders' needs, in addition to meeting the state's requirement of instructional minutes.

"Our goal with this bell schedule was to meet as many of our stakeholders' needs as possible," Tedford said. "We're a high school that has an incredible number of programs. This schedule is designed to meet the needs of every different kind of student."

The committee came up with a hybrid bell schedule, a cross between a daily schedule and a block schedule. On most school days, students will attend all of their classes each day, with 50-55 minute periods. There are two daily schedules, one for Monday/Tuesday, which includes a homeroom period, and one for Wednesday-Friday, which has sixth period scheduled before lunch.

Paysinger said scheduling sixth period before lunch will help minimize the amount of class time students miss when they are dismissed early for athletic contests or other extracurricular activities.

On one Wednesday and one Thursday each month, students will have a block schedule of 90 minute periods, plus a new 55-minute enrichment period.

"For the first time we're going to let students self-schedule what they want to do with that [enrichment] time," Tedford said. "Teachers will provide options that kids will sign up for."

Options might include Literary Magazine, AP Review sessions and special assemblies.

Tedford said the monthly block schedule will also allow for teachers to collaborate and hold department meetings on Thursday afternoons after students are dismissed.

Another change from the current bell schedule is the elimination of the tutorial period.

"The reason why we dropped it is we have a successful before- and after-school tutoring program we piloted this year," Tedford said. "We felt we didn't need to offer tutoring during school if we could offer it before and after school successfully."

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BHEF President Annette Saleh, Grandparents Council Chair Sandra Pressman, event organizer Nancy Heim Reskin, guest speaker Marlyn Diaz, and host Suzi Wehba at BHEF's first Grandparents Council event on June 1 at Wehba's Beverly Hills home.

BHEF encourages grandparents near and far to participate in school experience

Grandparents who want to be involved in their grandchildren's campuses now have an opportunity—BHEF's new Grandparents Council.

BHEF Vice President of Development Nathalie Kunin co-founded the council with her mother, Sandy Pressman, who is chair of the council and a longtime Beverly Hills resident.

"Grandparents offer so much to a school community," Kunin said. "They love to hang out with their grandkids, they are terrific volunteers and they can provide so many resources. You might have a grandparent who was a Shakespearean scholar come in and speak to a group of kids, or come cook in the classroom."

Although BHEF is the fundraising arm of BHUSD, the primary objective of the Grandparents Council is not to raise money.

"The primary focus is just to have grandparents involved in kids' lives and their campuses," Kunin said.

The idea for the Grandparents Council came from a program that Kunin and Pressman founded 10 years ago at the Center for Early Development in West Hollywood, where Kunin was a teacher and where one of her children was a student. Pressman is still the chair of the organization, which has 400 members and meets monthly.

Kunin said about 25 grandparents showed up at Pressman's house for a brainstorming meeting for the Beverly Hills organization. They decided there would be no dues and the goal would be to promote activities that are both educational and interesting. Kunin said the council is tentatively planning four to six meetings and four events annually.

"This is not in any way limited to grandparents who live in Beverly Hills," Kunin said. "This is for grandparents who live in Arizona, who live in England, and they'll get invitations to everything and they can be part of the group from afar."

Kunin hopes grandparents will be motivated to participate in the Grandparents Council when they do come to town.

The Grandparents Council celebrated its inauguration with an event on June 1 at Fred and Susan Wehba's home. Certified nutrition and lifestyle consultant Marlyn Diaz provided about 70 attendees with nutrition tips and a recipe for a lean, green smoothie. For more information about the Grandparents Council, call BHEF at (310) 557-0651.

Hawthorne PTA presidents look forward to third year together



Lorraine Eastman

Lorraine Eastman, who was installed on Friday as Hawthorne's PTA president for the 2011-12 school year, will be working with Executive Vice President Dana Gilbert for the third year in a row.

"Dana and I have been like a marriage, a very successful marriage," Eastman said. "We work really, really well together. We feel like this third year is going to be so much simpler for us. We have many more volunteers that stepped up to help us."

Eastman said that she and Gilbert will be working as co-presidents, and that the president and vice president designations are valid just on paper. Officially, Gilbert was president this past year and Eastman was vice president.

Eastman said that the entire PTA board works well together, and that fundraising has improved every year since she's been involved with the PTA. Lorraine first became involved with the Hawthorne PTA during the school's magazine drive when her son Brendan Eastman was in second grade.

Eastman, a 1986 Beverly High graduate, has a classmate as a PTA colleague, 2011-12 Beverly Vista President Noah Margo.

"Now that [Margo's] PTA president, we will be working a lot closer together because we have monthly meetings with all the PTA presidents," Eastman said. "It's exciting to have somebody from my year that's doing the same thing that I'm doing."

Eastman has used her business background—she owns the flower and gift basket company Fraiche Fine Gifts—to negotiate discounts for PTA purchases.

"My forte is purchasing," Eastman said. "I was able to renegotiate everything the PTA was purchasing. Many things we were purchasing we were able to cut down by 30-40 percent."

The *Weekly* previously reported that Grenda David would be president for the 2011-12 school year, but she will not be serving because of family reasons.

Friends of the Beverly Hills Library presents autobiography workshop

Every life has a story. The Friends of the Beverly Hills Library encourages residents to attend a guided autobiography workshop on June 10 from 10:30 a.m. to 4:30 p.m. called Story of Your Life that benefits the library. Participants will have the opportunity to jumpstart their memoirs, gain insight through personal discovery and share stories in small groups. A \$100 donation is requested. For more information, visit www.friendsofhhpl.org.

Whooping Cough vaccine required for incoming 7th to 12th graders

A new state law requires incoming 7th-12th graders to show proof that they have



Photo: Marc Saleh

Former Mayor Les Bronte (left), with Mayor Barry Brucker (right), was honored by the Health and Safety Commission on May 24.

Health and Safety Commission recognizes Les Bronte and Every 15 Minutes Committee for public health efforts

The Health and Safety Commission presented its first Community Health and Safety Awards at the City Council meeting on May 24, recognizing former Mayor Les Bronte with the Heroic Individual Award and the Every 15 Minutes Committee with the Community Leadership Award.

Bronte was recognized for his involvement since 1990 with community health and safety issues. He is the administrative coordinator of the City's CPR training program, and he is also responsible for establishing 1500AM, the City's emergency radio station, and co-creating the City of Beverly Hills Health and Safety Week.

Bronte is also a member of the Every 15 Minutes Committee, which was honored with the Community Leadership Award for its efforts to teach teens the dangers of drunk driving. The two-day program, which takes teens through the consequences of a simulated drunk driving accident, will be presented every two years at Beverly High.

A video about the Every 15 Minutes program described it as a "real-life experiment without real-life risks" and it's designed to confront students with the "potentially devastating consequences of drinking and driving." Health and Safety Commissioner Karén Setian's teenage son Vahagn Setian was killed by a drunk driver in 2006.

been vaccinated against whooping cough prior to the 2011-2012 school year. The Tdap booster shot protects against tetanus, diphtheria and whooping cough (pertussis). Local pharmacies offering Tdap immunizations are:

- Rite Aid Pharmacy, 463 N. Bedford Drive and 300 N. Canon Drive, Beverly Hills, \$57.99;
- Pavilions Pharmacy, 8969 Santa Monica Blvd., West Hollywood, \$60;
- Walgreens Pharmacy, 8770 W. Pico Blvd., Los Angeles, \$63.99;
- CVS Pharmacy-Minute Clinic, 10889 Wellworth Ave., Westwood, \$92;
- Ralphs Pharmacy, 11727 W. Olympic Blvd., Los Angeles, \$55

The Municipal League of Beverly Hills Annual Meeting on June 15

Councilmember Lili Bosse and former Councilmember Nancy Krasne will be recognized at the Municipal League of Beverly Hills Annual General Membership Meeting on June 15 at 7:30 p.m. The meeting, which will take place at the Beverly Hills Women's Club at 1700 Chevy Chase Drive, is open to all Beverly Hills residents.

Ken Goldman will provide an update on the MTA Westside Subway Extension.

Other topics of discussion will be Roxbury Park, City finances and neighborhood noise.

For more information about the Municipal League of Beverly Hills, call (310) 285-1418.

Beverly Hills pediatric researcher earns \$88,000 grant



Dr. Yonca Bulut

Beverly Hills resident and UCLA associate clinical professor Dr. Yonca Bulut was one of three UCLA researchers from Mattel Children's Hospital UCLA to earn a research grant from the Today's and Tomorrow's Children Fund, which was founded by a group of donors who have awarded grants to UCLA researchers since 2006. Bulut was awarded the grant to investigate whether iron supplementation worsens infections



Beverly High Assistant Principal Jen Tedford, Louis Zamperini, and English teacher Julie Goler

Beverly High welcomes WWII hero Louis Zamperini to campus

World War II hero and Olympian Louis Zamperini visited Beverly High on June 2 to speak in front of an assembly of hundreds of students, faculty members and parents.

English teacher Julie Goler, who invited Zamperini to speak, organized a week of activities and events based on *Unbroken* by Laura Hillenbrand, the book about Zamperini's survival for 47 days on a raft in the Pacific Ocean after his B-52 crashed, and the years of imprisonment in a Japanese POW camp that followed.

Zamperini's struggles did not end when he was freed from the POW camp. Zamperini, now 94 years old and living in the Los Angeles area, struggled with alcoholism and depression. He now has regular engagements as a motivational speaker and keeps himself busy with volunteer work. He forgave even the cruelest prison guard, known as The Bird.

Zamperini spoke about his life, forgiveness, and service and volunteerism. A 25-minute CBS documentary about Zamperini's life was screened and students had the opportunity to ask Zamperini questions. Zamperini also met students and signed copies of *Unbroken*.

For admission to the assembly, attendees were required to have read *Unbroken*. Goler estimated that 400-500 students and about 50 parents attended the assembly, and that more than half of the faculty read *Unbroken*. Goler said a number of retired teachers participated in the book club Goler organized around *Unbroken*.

"There's nothing better to motivate kids to read than actually meeting the subject of a book or the author of a book, and this was especially true with *Unbroken*," Goler said. "We're really lucky there was such a captivating nonfiction book that would appeal to so many different types of kids."

in children. When children are hospitalized with infections, iron supplements are commonly used to prevent anemia, but iron is also an essential nutrient for bacteria.

Free skin cancer screenings on June 13

In partnership with the American Society for Dermatologic Surgery and Neutrogena, Moy-Fincher-Chipps Dermatology at 421 North Rodeo Drive in Beverly Hills will offer free skin cancer screenings on June 13. The dermatologists at Moy-Fincher-Chipps recommend regular exams, especially for those with a family history of melanoma and a history of tanning bed use. The doctors recommend that those who have moles that are asymmetrical, with an irregular border, a diameter larger than a pencil eraser or a mole that is evolving, multiple colors, and bleeding or itching see a doctor immediately. To schedule a skin cancer screening, contact Moy-Fincher-Chipps by e-mail, info@rodeoderm.com, or phone, (310) 274-5372.

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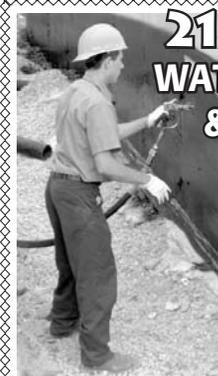
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or names listed here on: 5/11/11. Signed: Christopher L. Peaches, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 758

FICTITIOUS BUSINESS NAME STATEMENT: 2011029172 The following person(s) is/are doing business as: UNIVERSAL ONE-STOP SERVICING, 4652 W. Imperial Hwy Hawthorne, CA 90250. PATRICK ARNOLD, 13016 Roselle Ave. #11 Hawthorne, CA 90250. LORI THOMAS, 11982 Turo Ave. #22 Hawthorne, CA 90250. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/12/11. Signed: Patrick Arnold, Owners. This statement is filed with the County Clerk of Los Angeles County on: 5/12/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 759

FICTITIOUS BUSINESS NAME STATEMENT: 2011018408 The following person(s) is/are doing business as: RICKY VODKA CREATIVE, 2101 Panamint Dr. Los Angeles, CA 90065. RICARDO ARMANDO GAEZ, 2101 Panamint Dr. Los Angeles, CA 90065. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/29/11. Signed: Ricardo A. Gaez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11

FICTITIOUS BUSINESS NAME STATEMENT: 2011018407 The following person(s) is/are doing business as: GOOD TIMES CLASSIC ICE CREAM, 3200 N. Figueroa Los Angeles, CA 90065. RICARDO ARMANDO GAEZ, 2101 Panamint Dr. Los Angeles, CA 90065. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Ricardo A. Gaez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11760

FICTITIOUS BUSINESS NAME STATEMENT: 2011018474 The following person(s) is/are doing business as: TALL WAAGIN TREATS, 13948 Moorpark St. #6 Sherman Oaks, CA 91423. JENNIFER HARRIS, 13948 Moorpark St. #6 Sherman Oaks, CA 91423. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Jennifer Harris, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11761

FICTITIOUS BUSINESS NAME STATEMENT: 2011018407 The following person(s) is/are doing business as: SERENDIPITY EYECARE STUDIO OPTOMETRY, 1106 N. La Cienega Blvd. #205 West Hollywood, CA 90069. SERENDIPITY EYECARE STUDIO OPTOMETRY, 1106 N. La Cienega Blvd. #205 West Hollywood, CA 90069. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/04/11. Signed: Serendipity Eye Care Studio Optometry, N/A. This statement is filed with the County Clerk of Los Angeles County on: 5/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11762

FICTITIOUS BUSINESS NAME STATEMENT: 2011022163 The following person(s) is/are doing business as: BEVERLY HILLS BODY CASTING (B.H.B.C.), 264 S. La Cienega Blvd. # 1414 Beverly Hills, CA 90211. D. ART CLUB INC. 264 S. La Cienega Blvd. # 1414 Beverly Hills, CA 90211. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/04/11. Signed: D. Art Club Inc., Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11763

FICTITIOUS BUSINESS NAME STATEMENT: 2011022163 The following person(s) is/are doing business as: BEVERLY HILLS BODY CASTING (B.H.B.C.), 264 S. La Cienega Blvd. # 1414 Beverly Hills, CA 90211. D. ART CLUB INC. 264 S. La Cienega Blvd. # 1414 Beverly Hills, CA 90211. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Cheryl Beverly, President/Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11764

FICTITIOUS BUSINESS NAME STATEMENT: 2011022163 The following person(s) is/are doing business as: BEVERLY HILLS BODY CASTING (B.H.B.C.), 264 S. La Cienega Blvd. # 1414 Beverly Hills, CA 90211. D. ART CLUB INC. 264 S. La Cienega Blvd. # 1414 Beverly Hills, CA 90211. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/27/11. Signed: Oscar A Benitez, President/Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/27/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11765

FICTITIOUS BUSINESS NAME STATEMENT: 2011019900 The following person(s) is/are doing business as: SMART CHOICE CELLULAR, 9301 Tampa Ave. Unit 5536 Northridge, CA 91324. CESAR MENA, 14615 Burbank Blvd. Apt 205 Van Nuys, CA 91411. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/29/11. Signed: Cesar Mena, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 766

FICTITIOUS BUSINESS NAME STATEMENT: 2011019690 The following person(s) is/are doing business as: GOLDEN MARK SOLUTIONS, 14500 Roscoe Blvd 4th Floor Panorama City, CA 91402. JMI FINANCIALS, LLC, 9165 Matranga PL. Sun Valley, CA 91352. The business is conducted by: a Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/29/11. Signed: JMI Financials LLC, Secretary/ Javier Alarez. This statement is filed with the County Clerk of Los Angeles County on: 4/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 767

FICTITIOUS BUSINESS NAME STATEMENT: 2011020055 The following person(s) is/are doing business as: HEART CAREIVING, 2155 Verdugo Bl. # 115 Montrose, CA 91020. SAKO GHAZARYAN, 2155 Verdugo Bl. # 115 Montrose, CA 91020. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/02/11. Signed: Sako Ghazaryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/02/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 768

FICTITIOUS BUSINESS NAME STATEMENT: 2011020296 The following person(s) is/are doing business as: HH GAS, 2041 S. Hacienda Blvd. Hacienda Heights, CA 91745. EDGAR VARDANYAN, 6306 Whitsett Ave. N. Hollywood, CA 91606. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/02/11. Signed: Edgar Vardanyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/02/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 769

FICTITIOUS BUSINESS NAME STATEMENT: 2011021540 The following person(s) is/are doing business as: PHO CT VIETNAMESE RESTAURANT CANOGA PARK, CA 91304. BILLY DINH, 20451 Bassett St. Winnetka, CA 91306. QUAN LE, 20016 Eccles St Winnetka, CA 91306. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/03/11. Signed: Quan Le, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/03/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 770

FICTITIOUS BUSINESS NAME STATEMENT: 2011021620 The following person(s) is/are doing business as: PRECISION CARE COURIERS, 9528 Natick Ave. North Hills, CA 91343. CARLOS JIMENEZ, 9538 Natick Ave. North Hills, CA 91343. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/03/11. Signed: Carlos Jimenez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/03/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 771

FICTITIOUS BUSINESS NAME STATEMENT: 2011022324 The following person(s) is/are doing business as: CANO'S FLOORING, 13947 Del Sur St Pacoima, CA 91331. MIGUEL A. CANO, 13947 Del Sur St. Pacoima, CA 91331. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/04/11. Signed: Miguel A. Cano, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11772

FICTITIOUS BUSINESS NAME STATEMENT: 2011022319 The following person(s) is/are doing business as: SHE'S A KEEPER, 9938 Woodley Ave. North Hills, CA 91343. MELANIE FRANKLIN, 9938 Woodley Ave. North Hills, CA 91343. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/04/11. Signed: Melanie Franklin, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 773

FICTITIOUS BUSINESS NAME STATEMENT: 2011022631 The following person(s) is/are doing business as: VALENTINA, 6471 Van Nuys Blvd. Van Nuys, CA 91401. CHINTHYA J. RICE, 6003 Androssi Ave. Van Nuys, CA 91406. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/04/11. Signed: Chintya J. Rice, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11774

FICTITIOUS BUSINESS NAME STATEMENT: 2011023036 The following person(s) is/are doing business as: ROSECRAFTY 27841 Meadowcreek Rd. Canyon Country, CA 91351. CHARLES J. LARGE, ROSE M. LARGE, 27841 Meadowcreek Rd. Canyon Country, CA 91351. The business is conducted by: a Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/04/11. Signed: Charles J. Large, Registered Co-Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 775

FICTITIOUS BUSINESS NAME STATEMENT: 2011022161 The following person(s) is/are doing business as: LS CLEANING SERVICES, 9903 Santa Monica Blvd. # 549 Beverly Hills, CA 90212. LUIS SANCHEZ, 12261 Oxnard Ave. N. Hollywood, CA 91606. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/04/11. Signed: Luis Sanchez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 776

FICTITIOUS BUSINESS NAME STATEMENT: 2011022161 The following person(s) is/are doing business as: MALLIBU BAGEL CO., 479 N. Hanford Ave. San Pedro, CA 90732. AMIR SAVAR, 479 N. Hanford Ave. San Pedro, CA 90732. MARIO ANDRIGHETTO, 5 Woodview Lane Woodside, CA 94062. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/04/11. Signed: Mario Andrighetto, Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 778

FICTITIOUS BUSINESS NAME STATEMENT: 2011023948 The following person(s) is/are doing business as: CENTURY CABINETS, 2210 W. Florence Ave. # A Inglewood, CA 90301. CENTURY KITCHEN & DESIGN INC., 240 W. Florence Ave. # A Inglewood, CA 90301. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/05/11. Signed:

Century Kitchen & Design Inc. President. This statement is filed with the County Clerk of Los Angeles County on: 5/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 780

FICTITIOUS BUSINESS NAME STATEMENT: 2011023761 The following person(s) is/are doing business as: A LEE MENDEL SOTIBILL MELENDEZ GREAT RACE JOINT VENTURE, 13400 Riverside Dr. Ste. 210 Sherman Oaks, CA 91423. LEE MENDELSON FILM PRODUCTIONS, 330 Primrose Rd. Ste. 215 Bellingham, CA 94010. SOPWITH PRODUCTIONS, 13400 Riverside Dr., Ste. 210 Sherman Oaks, CA 91423. The business is conducted by: a Joint Venture. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/05/11. Signed: Sopwith Productions, CEO/PARTNER. This statement is filed with the County Clerk of Los Angeles County on: 5/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 781

FICTITIOUS BUSINESS NAME STATEMENT: 2011023604 The following person(s) is/are doing business as: HI CENTRAL SERVICE; CERTIFIED TRANSLATION SERVICES, 707 East Broadway, Glendale, CA 91205. TEREZA GRIGORYAN, 1010 Cumberland Rd. Glendale, CA 91202. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/05/11. Signed: TEREZA GRIGORYAN, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 782

FICTITIOUS BUSINESS NAME STATEMENT: 2011023607 The following person(s) is/are doing business as: MARINA'S CATERING SERVICES, 1301 Stanley Ave. Apt. C. Glendale, CA 91206. MARINA NARINYAN, 1301 Stanley Ave. Apt. C. Glendale, CA 91206. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/05/11. Signed: Marina Narinyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 783

FICTITIOUS BUSINESS NAME STATEMENT: 2011023608 The following person(s) is/are doing business as: CERTIFIED TRANSLATION PROS; A & M CONNECT, 105 S. Kenwood Street Glendale, CA 91205. ARA ISMAILYAN, 1010 Cumberland Rd. Glendale, CA 91202. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/05/11. Signed: Ara Ismalyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 784

FICTITIOUS BUSINESS NAME STATEMENT: 2011025296 The following person(s) is/are doing business as: AAA CHESS CLUB; ALL AMERICAN ASSOCIATION CHESS CLUB, 5317 Virginia Ave. Los Angeles, CA 90029. AAA CHESS CLUB 5317 Virginia Ave. Los Angeles, CA 90029. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: AAA Chess Club, President. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 785

FICTITIOUS BUSINESS NAME STATEMENT: 2011025279 The following person(s) is/are doing business as: PROCESS SERVICE FROM US; PSFU, 1342 Norton Ave. Glendale, CA 91202. MARIO GRASSANO, 1342 Norton Ave. Glendale, CA 91202. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: Mario Grassano, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 786

FICTITIOUS BUSINESS NAME STATEMENT: 2011020123 The following person(s) is/are doing business as: CALIFORNIA TAMALE HOUSE, 15404 Nordhoff St. North Hills, CA 91343. NERIS E CASTRO, 13488 Terra Bella St. Apt 10 Pacoima, CA 91331. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/02/11. Signed: Neris E. Castro, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/02/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 787

FICTITIOUS BUSINESS NAME STATEMENT: 2011025506 The following person(s) is/are doing business as: LIVING WELL HAIR CARE, 7626 Wilms Ave. Van Nuys, CA 91405. ANGELA N GILES, 7626 Wilms Ave. Van Nuys, CA 91405. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: Angela N. Giles, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 788

FICTITIOUS BUSINESS NAME STATEMENT: 2011025561 The following person(s) is/are doing business as: AGUA LANDSCAPE & IRRIGATION, 13351 Riverside Dr. # 331 Sherman Oaks, CA 91423. GUILLERMO LOPEZ LARA, Riverside Dr. # 331 Sherman Oaks, CA 91423. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: Guillermo Lopez Lara, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 789

FICTITIOUS BUSINESS NAME STATEMENT: 2011025561 The following person(s) is/are doing business as: SYLMAR WATER AND ICE, 12902 Foothill Blvd # C Sylmar, CA 91342. SEVAK TATEVOYAN, 445 E. Provierencia, CA 91501. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: Sevak Tatevovyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 790

FICTITIOUS BUSINESS NAME STATEMENT: 2011025715 The following person(s) is/are doing business as: PRINTING4TODAY.COM, 7011 Hillhurst Ave. Suite E Van Nuys, CA 91406. NOELLA GOMES; WALTER DANTAS, 132 N Laurel Ave. Los Angeles, CA 9004. The business is conducted by: a Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: Walter Dantas, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 791

FICTITIOUS BUSINESS NAME STATEMENT: 2011025938 The following person(s) is/are doing business as: PREFERRED FIRE SOLUTIONS, 5731 Topeka Drive Tarzana, CA 91356. SHALOM SHAY ALKOBBI, 5731 Topeka Drive. Tarzana, CA 91356. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed:

Alkobi, Owner This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 792

FICTITIOUS BUSINESS NAME STATEMENT: 2011026149 The following person(s) is/are doing business as: AMERICAN BRAIN SCIENCE FOUNDATION; AMERICAN WAR VET-ERANS FOUNDATION, 800 S. Victory Blvd., Suite 107 Burbank, CA 91502. AMERICAN PUBLIC HEALTH CONSORTIUM, 800 S. Victory Blvd., Suite 107 Burbank, CA 91502. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: American Public Health Consortium, Treasurer. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 793

FICTITIOUS BUSINESS NAME STATEMENT: 2011026150 The following person(s) is/are doing business as: HEALTHY CHILDREN FOUNDATION; HEALTHY KIDS FOUNDATION, 800 S. Victory Blvd., Suite 107 Burbank, CA 91502. AMERICAN PUBLIC HEALTH CONSORTIUM, 800 S. Victory Blvd., Suite 107 Burbank, CA 91502. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: American Public Health Consortium, President. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 794

FICTITIOUS BUSINESS NAME STATEMENT: 2011026284 The following person(s) is/are doing business as: IBISCUS PRODUCTION. 4249-A Colfax Ave., Studio City, CA 91604. VALENTINA MARTELLI-FUENTES, 4249-A Colfax Ave., Studio City, CA 91604. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: Valentina Matelli-Fuentes, President/Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 795

FICTITIOUS BUSINESS NAME STATEMENT: 2011026649 The following person(s) is/are doing business as: P&G THE PERFECT LOOK, 6361 Ethel Ave., #37 North Hollywood, CA 91605. PERLA J. VARGAS, 7337 Ethel Ave., #23 North Hollywood, CA 91605. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: Perla J. Vargas, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 796

FICTITIOUS BUSINESS NAME STATEMENT: 2011026578 The following person(s) is/are doing business as: AFFORDABLE HOME CARE, 14311 Chan St., Panorama City, 91402. MILAGROS KITANE, 14311 Clare St., Panorama City, CA 91402. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: Milagros Kitane, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 797

FICTITIOUS BUSINESS NAME STATEMENT: 2011026547 The following person(s) is/are doing business as: PROFESSIONAL DEREGULATION RESOURCES, 3523 Honolulu Ave., La Crescenta, CA 91214. FRG, INC. 3523 Honolulu Ave., La Crescenta, CA 91214. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: FRG, Inc., President. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 798

FICTITIOUS BUSINESS NAME STATEMENT: 2011026507 The following person(s) is/are doing business as: AIR STAFF; CALIFORNIA AIR WORK, 10133 Tujunga Cyn Blvd # 5 Tujunga, CA 91202. WAN YONG YOON, 10133 Tujunga Cyn Blvd # 5 Tujunga, CA 91402. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: Wan Yong Yoon, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 799

FICTITIOUS BUSINESS NAME STATEMENT: 2011026507 The following person(s) is/are doing business as: AIR STAFF; CALIFORNIA AIR WORK; ARCTIC AIR; POLAR AIR; FOOT-HILL PLUMBING & AIR CONDITIONING; FOOTHILL AIR CONDITIONING & HEATING; A&C SWIMMING POOL; LA COMADA PLUMBING, 10133 Tujunga Cyn Blvd # 5 Tujunga, CA 91402. WAN YONG YOON, 10133 Tujunga Cyn Blvd # 5 Tujunga, CA 91402. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: Wan Yong Yoon, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 799

FICTITIOUS BUSINESS NAME STATEMENT: 2011026432 The following person(s) is/are doing business as: DLBROWN MARKETING, DESIGN & SEO, 527 Franklin Place Monrovia, CA 91016. LANTZ EBTERPRISES, INC. 527 Franklin Place Monrovia, CA 91016. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: David H. Lantz, President. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 800

FICTITIOUS BUSINESS NAME STATEMENT: 2011026444 The following person(s) is/are doing business as: SUNRISE MOTORS, 14210 Dickens St., # 11 Sherman Oaks, CA 91423. WALEE FATHI ELGARAWAY, 14210 Dickens St., # 11 Sherman Oaks, CA 91423. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: Wael Fathy Elgaraway, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 801

FICTITIOUS BUSINESS NAME STATEMENT: 2011026289 The following person(s) is/are doing business as: CMCCOL, 501 W. Glenoaks Blvd., # 23 Glendale, CA 91202. HAYK SUKAZI, 235 N. Verdugo Rd., # 8B Glendale, CA 91206. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/10/11. Signed: Hayk Sukazi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 802

FICTITIOUS BUSINESS NAME STATEMENT: 2011027394 The following person(s) is/are doing business as: KALINKA GIFT SHOP, SANTA MONICA Blvd., West Hollywood, CA 90048. TOBACCO VENDORS, INC. 1124 E. Colorado Street Glendale, CA 91205. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Tobacco Vendors, Inc., President. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 803

FICTITIOUS BUSINESS NAME STATEMENT: 2011027361 The following person(s) is/are doing business as: SELF EMPLOYED/PRIVATE DUTY, 19553 Hart Street Reseda, CA 91335-3628. JUSTINIANA SANTOS, 19553 Hart Street Reseda, CA 91335-3628. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Justinianna Santos, Registered Nurse/Owner. This statement is filed with the County Clerk of Los

Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 804

FICTITIOUS BUSINESS NAME STATEMENT: 2011027455 The following person(s) is/are doing business as: VALLEY LITTLE SCHOOL, 3919 Vineland Ave., Studio City, CA 91604. ELENA SHVAGER, 3919 Vineland Ave., Studio City, CA 91604. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Elena Shvager, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 805

FICTITIOUS BUSINESS NAME STATEMENT: 2011027180 The following person(s) is/are doing business as: LA CHOICE, 300 Avery Street Suite 1200 Los Angeles, CA 90013. ABM RAHMAN, 1056 S. Normandie Ave., # 201 Los Angeles, CA 90006. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Abm, S. Rahman, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 806

FICTITIOUS BUSINESS NAME STATEMENT: 2011027569 The following person(s) is/are doing business as: DENVER APPLIANCE REPAIR SERVICE, 9461 Charleville Bl, 365 Beverly Hills, CA 90212. AMERI PRO APPLIANCE SERVICES, INC. 9461 Charleville Bl, 365 Beverly Hills, CA 90212. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Ameri Pro Appliance Services, Inc, CEO. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 807

FICTITIOUS BUSINESS NAME STATEMENT: 2011027762 The following person(s) is/are doing business as: CALIFORNIA EXTERIORS ROOFING, 11190 Penrose St. Sun Valley, CA 91352. RICHARD W. WILSON, 11190 Penrose St. Sun Valley, CA 91352. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Richard W. Wilson, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 808

FICTITIOUS BUSINESS NAME STATEMENT: 2011027121 The following person(s) is/are doing business as: MORNIGHT BAR, 1020 E. Chevy Chase # A, B Glendale, CA 91205. NAZARET MERMERYAN, 1752 N. Normandie Ave., Los Angeles, CA 90027. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/03/11. Signed: Nazaret Mermeryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/03/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 809

FICTITIOUS BUSINESS NAME STATEMENT: 201102181 The following person(s) is/are doing business as: GOLD RECORDS, 2651 Ivanhoe Dr. Los Angeles, CA 90039. ETHAN GOLD ENTERPRISES LLC, 2651 Ivanhoe Dr. Los Angeles, CA 90039. The business is conducted by: a Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Ethan Gold, President. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 810

FICTITIOUS BUSINESS NAME STATEMENT: 2011027107 The following person(s) is/are doing business as: PRIMARY MEDICAL, 1332 E. Orange Grove # 1 Glendale, CA 91205. KARINE BALIAN, 13954 Oxnard St. Van Nuys, CA 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/11/11. Signed: Karine Balian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 811

FICTITIOUS BUSINESS NAME STATEMENT: 2011023684 The following person(s) is/are doing business as: A ONE FINANCIAL SOLUTIONS, 31521 Hipshot Drive Castaic, CA 91384. ASHLEE YATRON, Hipshot Drive Castaic, CA 91384. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/05/11. Signed: Ashlee Yatron, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 812

FICTITIOUS BUSINESS NAME STATEMENT: 2011023753 The following person(s) is/are doing business as: ALEXANDER LUSHTKAT, 19812 Ingomar St. Winn, CA 91306. ALEXANDER LUSHTKAT, 19812 Ingomar St. Winn, CA 91306. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/09/11. Signed: Alexander Lushkat, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/09/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 812

FICTITIOUS BUSINESS NAME STATEMENT: 2011015779 The following person(s) is/are doing business as: ELIAS BICYCLE SHOP, 8101 LONG BEACH BLVD #G, SOUTH GATE, CA 90280. GLADYS ELIAS, 8114 ZAMORA AVE LOS ANGELES CA 90001 ORLANDO ELIAS, 8114 ZAMORA AVE LOS ANGELES CA 90001. The business is conducted by: Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed GLADYS ELIAS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/11, 5/26/11, 6/2/11, 6/9/11 813

FICTITIOUS BUSINESS NAME STATEMENT: 2011015779 The following person(s) is/are doing business as: ELIAS BICYCLE SHOP, 8101 LONG BEACH BLVD #G, SOUTH GATE, CA 90280. GLADYS ELIAS, 8114 ZAMORA AVE LOS ANGELES CA 90001 ORLANDO ELIAS, 8114 ZAMORA AVE LOS ANGELES CA 90001. The business is conducted by: Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed GLADYS ELIAS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20464

FICTITIOUS BUSINESS NAME STATEMENT: 2011015923 The following person(s) is/are doing business as: SIGFREDD'S TRANSPORTATION, 1848 DAISY AV NONE, LONG BEACH, CA 90806. SIGFREDD HUIZAR, 1848 DAISY AV LONG BEACH CA 90806. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed SIGFREDD HUIZAR. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20463

FICTITIOUS BUSINESS NAME STATEMENT: 2011015939 The following person(s) is/are doing business as: MARGARITA LAND, 11833 BROOKSHIRE AVE, DOWNEY, CA 90241. CHRISTOPHER VELS, 11833 BROOKSHIRE AVE DOWNEY CA 90241. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed CHRISTOPHER VELS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal

state, or common law (see Section 14411, et seq., B&P Code.) Published: 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20462

FICTITIOUS BUSINESS NAME STATEMENT: 20110116412 The following person(s) is/are doing business as: BRICKSTONE MANOR, 20551 MADISON ST, TORRANCE, CA 90503. GRAND MADISON INC, 17035 ATKINSON AVE TORRANCE CA 90504. The business is conducted by: a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed MUQEET DADABHOY. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20461

FICTITIOUS BUSINESS NAME STATEMENT: 20110119896 The following person(s) is/are doing business as: INDUSTRIAL PROS, 12330 CAMBRIAN COURT, ARTESIA, CA 90701. JUAN AVILA, 12330 CAMBRIAN COURT ARTESIA CA 90701. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed JUAN AVILA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20516

LOS ANGELES POLICE COMMISSION - POLICE PERMITS
100 W. FIRST ST., #147
LOS ANGELES, CA 90012
NOTICE OF APPLICATION FOR POLICE PERMIT
Notice is hereby given that application has been made to the Board of Police Commissioners for a permit to conduct a : Massage Business
NAME OF APPLICANT: SBEHG 465 S. La Cienega, LLC.
DOWING BUSINESS AS: SLS Hotel at Beverly Hills
LOCATED AT: 465 S. La Cienega Blvd. Los Angeles, CA 90048.
Any person desiring to protest the issuance of this permit shall make a written protest before 6/14/11 to the
LOS ANGELES POLICE COMMISSION
100 W. FIRST ST.
LOS ANGELES, CA 90012
Upon receipt of written protests, protesting persons will be notified of date, time, and place for hearing.
BOARD OF POLICE COMMISSIONERS

> - FICTITIOUS BUSINESS NAME STATEMENT: 2011-017345
> The following person(s) is/are doing business as: SMART DELIVERY, 8720 FLOWER ST, BELLFLOWER, CA 90706. ANDRES ORELLANA, 8720 FLOWER ST BELLFLOWER CA 90706. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed ANDRES ORELLANA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/27/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20570

> FICTITIOUS BUSINESS NAME STATEMENT: 2011-018079
> The following person(s) is/are doing business as: FROM THE IMAGINATION TO THE IMAGE, BEZALEEL ART DESIGN, 2742 HARRISON ST, LONG BEACH, CA 90804. HECTOR BARRIENTOS, 2742 HARRISON ST LONG BEACH CA 90804. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed HECTOR BARRIENTOS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20569

> - FICTITIOUS BUSINESS NAME STATEMENT: 2011-019097
> The following person(s) is/are doing business as: IMPERIAL LINK, 437 WEST 6TH STREET, SAN PEDRO, CA 90731. BRENDA R GARCIA, 952 WEST 25TH STREET SAN PEDRO CA 90731 REYNALDO GARCIA, 952 WEST 25TH STREET SAN PEDRO CA 90731. The business is conducted by: Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed BRENDA R GARCIA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20567

> FICTITIOUS BUSINESS NAME STATEMENT: 2011-019268
> The following person(s) is/are doing business as: PHOTEO ARAGON STUDIO, 6828 PACIFIC BLVD, HUNTINGTON PARK, CA 90255. HERNANDO ARAGON, 11949 SMALLWOOD AVE DOWNEY CA 90242. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed HERNANDO ARAGON. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20568

> - FICTITIOUS BUSINESS NAME STATEMENT: 2011-020653
> - The following person(s) is/are doing business as: CARLY'S FASHION, 530 E 57TH ST # 500 LOS ANGELES CA 90001. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed HECTOR RODARTE. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/2/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/19/2011, 5/26/2011, 6/2/2011, 6/9/2011 20566

FICTITIOUS BUSINESS NAME STATEMENT: 2011000636 The following person(s) is/are doing business as: SIX PAX 4313 SepuValde Blvd, Culver City, CA 90230. SIAVAASH ASHRAFI FASHI 11948 Hart St #219, North Hollywood, CA 91605. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/05/2011. Signed: Siavash A. Fashi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 814

FICTITIOUS BUSINESS NAME STATEMENT: 2011030132 The following person(s) is/are doing business as: LASTING IMPRESSIONS DENTAL SPA 1801 Ventura Blvd. #350, Encino, CA 91416. ISAAC KAHEN KASHANI, D.D.S, A PROFESSIONAL DENTAL CORPORATION 42367 Alonzo Avenue, Encino, CA 91315. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/13/2011. Signed: Isaac Kahen Kashani, President. This statement is filed with the County Clerk of Los Angeles County on: 5/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 8

FICTITIOUS BUSINESS NAME STATEMENT: 2011030654 The following person(s) is/are doing business as: TAILORED BEAUTY 4537 Katherine Avenue, Sherman Oaks, CA 91423. MONICA TAYLOR 4537 Katherine Avenue, Sherman Oaks, CA 91423. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/16/11. Signed: Monica Taylor, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 831

FICTITIOUS BUSINESS NAME STATEMENT: 2011030386 The following person(s) is/are doing business as: COPY GO INC THE SLOPPY GOURMET 417 The Sloppy Gourmet, 417 Calabasas, CA 91302. RICHARD JOHN ANAYA 4174 Pickney Drive, Calabasas, CA 91302; DIANE C. GARCIA 19200 Inndex Street #7, Northridge, CA 91326. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/16/11. Signed: Richard John Anaya, Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 832

FICTITIOUS BUSINESS NAME STATEMENT: 2011032074 The following person(s) is/are doing business as: MR.BROWN 10849 Fruitland Drive #105, Studio City, CA 91604. KRISTINA HILL; ANGEL ALZONA; NICOLE PETRONE 10849 Fruitland Drive #105, Studio City, CA 91604; ROB MARCACCI 4414 Woodman Avenue #303, Sherman Oaks, CA 91423. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/17/11. Signed: Kristina Hill, Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 833

FICTITIOUS BUSINESS NAME STATEMENT: 2011031621 The following person(s) is/are doing business as: HOLLYWOOD DESIGN STUDIO; ALTERATION ALEX 6420 Hollywood Blvd., Los Angeles, CA 90028. ALEXANDER BALICHIAN 360 Pioneer Drive #112, Glendale, CA 91203. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/17/11. Signed: Alexander Balichian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 834

FICTITIOUS BUSINESS NAME STATEMENT: 2011031418 The following person(s) is/are doing business as: OPEN-LOCKSMITH 14350 Addison Street #119, Sherman Oaks, CA 91423. IDAN ASAYAG; AVI SAYAG 14350 Addison Street #119, Sherman Oaks, CA 91423. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/17/11. Signed: Idan Asayag, Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 835

FICTITIOUS BUSINESS NAME STATEMENT: 2011032630 The following person(s) is/are doing business as: CHATSWORTH CIGAR 20963 Devonshire Street, Chatsworth, CA 91311. SAMIRA BOUSRIA 9575 Reseda Blvd. #250, Northridge, CA 91324. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Samira Bousria, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 836

FICTITIOUS BUSINESS NAME STATEMENT: 2011032506 The following person(s) is/are doing business as: PINK POKA DOT...GLAM FOR GIRLS; PINKPOKADOT.COM 26873 Sierra Hwy #136, Santa Clarita, CA 91321. MARY AMBARYAN 18302 Shannon Ridge Place, Canyon County, CA 91387. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Mary Ambaryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 837

FICTITIOUS BUSINESS NAME STATEMENT: 2011032456 The following person(s) is/are doing business as: PROSPERITY DISPENSARY 1842 El Cerrito Place, Los Angeles, CA 91502. AMERICAN PUBLIC HEALTH CONSORTIUM 800 S. Victory Blvd. #107, Burbank, CA 91502. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/15/11. Signed: John Garri Nickogoyan, Treasurer. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 838

FICTITIOUS BUSINESS NAME STATEMENT: 2011032360 The following person(s) is/are doing business as: EUREKA MOMENT PRESS 1022 N. Vista Street #7, West Hollywood, CA 90046; P.O. Box 931498, Los Angeles, CA 90093. MIROSLAV POKORNY 1022 N. Vista Street #7, West Hollywood, CA 90046. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Miroslav Pokorny, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 839

FICTITIOUS BUSINESS NAME STATEMENT: 2011032326 The following person(s) is/are doing business as: BIRRIERIA LUPITA NO 1 6641 1/2 Van Nuys Blvd., Van Nuys, CA 91405. MARIA G RODRIGUEZ DE VILLALOBOS 14133 Gilmore Street #2, Van Nuys, CA 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/01/11. Signed: Maria G Rodriguez De Villalobos, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 840

FICTITIOUS BUSINESS NAME STATEMENT: 2011032548 The following person(s) is/are doing business as: KINGS GREEN LANDSCAPE 12909 Osborne Street, Pacoima, CA 91331. VIRGINIA REYES 12909 Osborne Street, Pacoima, CA 91331. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Virginia Reyes, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 841

FICTITIOUS BUSINESS NAME STATEMENT: 2011033326 The following person(s) is/are doing business as: LEGAL DOCUMENT NETWORK 13351-D Riverside Drive #152, Sherman Oaks, CA 91423. YANA DI BELLA RIVERA 4419 Ethel Avenue, Studio City, CA 91604. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Yana Di Bella Rivera, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 842

FICTITIOUS BUSINESS NAME STATEMENT: 2011033260 The following person(s) is/are doing business as: A.A. HANDYMAN SERVICES 6047 Woodman Avenue #3, Van Nuys, CA 91401. ARTUR AVAKYAN 6047 Woodman Avenue #3, Van Nuys, CA 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Artur Avakyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 843

FICTITIOUS BUSINESS NAME STATEMENT: 2011033261 The following person(s) is/are

doing business as: ALEKSANDR SERVICES 11434 Killion Street #A, North Hollywood, CA 91601. ALEKSANDR FRIDMAN 11434 Killion Street #A, North Hollywood, CA 91601. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Aleksandr Fridman, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 844

FICTITIOUS BUSINESS NAME STATEMENT: 2011033066 The following person(s) is/are doing business as: A-1 METALS RECYCLING 11107 Armita Street #21, Sun Valley, CA 91352-4475. TIMOTHY JOHNSON 11107 Armita Street #21, Sun Valley, CA 91352-4475. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Timothy Johnson, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 845

FICTITIOUS BUSINESS NAME STATEMENT: 2011033027 The following person(s) is/are doing business as: JMC HANDYMAN SERVICES 2025 Cheremoya Avenue, Los Angeles, CA 90068. JOSEPH M CHAVEZ 2025 Cheremoya Avenue, Los Angeles, CA 90068. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Joseph M Chavez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 846

FICTITIOUS BUSINESS NAME STATEMENT: 2011033017 The following person(s) is/are doing business as: MANDUJANO'S CAR WASH AND DETAIL 7331 Laurel Canyon Blvd., North Hollywood, CA 91605. IRENE ELGUERA MANDUJANO 13573 Mercer Street, Pacoima, CA 91331. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/18/11. Signed: Irene E. Mandujano, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 847

FICTITIOUS BUSINESS NAME STATEMENT: 2011032895 The following person(s) is/are doing business as: COLIMA DISCOUNT 13747 Foothill Blvd., Sylmar, CA 91342. IVAN URIEL HERNANDEZ LOPEZ 21067 El Dorado Avenue, Pacoima, CA 91331. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 6/01/11. Signed: Ivan Uriel Hernandez Lopez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 848

FICTITIOUS BUSINESS NAME STATEMENT: 2011032845 The following person(s) is/are doing business as: UNDER THE ROOF PUBLISHING; ORD-B 22516 Schoolcraft Street, West Hills, CA 91307. OMAR BOUDRIS 22516 Schoolcraft Street, West Hills, CA 91307. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 2007. Signed: Omar Boudris, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 849

FICTITIOUS BUSINESS NAME STATEMENT: 2011025000 The following person(s) is/are doing business as: SUCCO GROUP; SUCCO PRESS; SUCCO VOICE OVERS; SUCCO PRODUCTIONS 1842 El Cerrito Place, Los Angeles, CA 90068. SUSANA BALLESTEROS 1842 El Cerrito Place, Los Angeles, CA 90068. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/6/2011. Signed: Susana Ballesteros, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/6/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 5/26/11, 6/2/11, 6/9/11, 6/16/11 849

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 20110173304
Date Filed: 2/01/2011
Name of Business: SUCCO GROUP; SUCCO PRESS; SUCCO VOICE OVERS; SUCCO PRODUCTIONS 1842 El Cerrito Place, Los Angeles, CA 90068
Registered Owner: GERARDO PRAT 1842 El Cerrito Place, Los Angeles, CA 90068
Current File #2011024999
Date: 5/06/2011
Published: 5/26/11, 6/2/11, 6/9/11, 6/16/11 849

WORKER'S COMPENSATION APPEALS BOARD, State of California

RAMIRO ZAPATA JIMENEZ WCAB NO.: LA00832831

vs EAMS NO.:ADJ587312 Applicant

LUIS ARAGON, an individual; MARCOS BOLANAO, an individual; ANTONIO LOPEZ, an individual; UEBTF

Defendant PUBLICATION OF ORDER FOR SERVICE BY APPLICATION FOR ADJUDICATION AND NOTICE OF SPECIAL LAWSUIT

SPECIAL NOTICE OF LAWSUIT
LUIS ARAGON, an individual: 1617 N. SHERMAN PLACE, LONG BEACH CA 90804
A lawsuit, the attached Application for Adjudication of Claim, has been filed with the Workers Compensation Appeals Board against you as the named defendant by the above-named applicant(s).

1) An Answer to the Application must be filed and served within six days of the service of the Application pursuant to Appeals Board rules; therefore, your written response must be filed with the Appeals Board promptly: a letter or phone call will not protect your interests.
2) You will be served with a Notice(s) of Hearing and must appear at all hearings or conferences. After such hearing, even absent your appearance, a decision may be made and an award of compensation benefits may issue against you. The award could result in the garnishment of your wages, taking of your money or property or other relief.
If the Appeals Board makes an award against you, your house or other dwelling or other property may be taken to satisfy that award in a non-judicial sale, with no exemptions from execution.

A lien may also be imposed upon you property without further hearing and before the issuance of award.

3) You must notify the Appeals Board of the proper address for the service of official and papers and notify the Appeals Board of any changes in that address.

Name and Address of Appeals Board: Worker's Compensation Appeals Board

320 W. FOURTH STREET, 9TH FLOOR, LOS ANGELES CA 90013

Address City, State, ZIP Code

COMPLETED BY : Applicant Attorney

RICHARD A. TORRES, ESQ.
2670 N. MAIN STREET SUITE 265, SANTA ANA CA 92705 (714) 558-7782

WORKER'S COMPENSATION APPEALS BOARD, State of California

JAVIER PASTOR CASE NUMBER ADJ7395011

vs (LONG BEACH DISTRICT OFFICE) Applicant

LISA RIM DBA POLLO PICO RESTAURANT

Defendant PUBLICATION OF ORDER FOR SERVICE BY APPLICATION FOR ADJUDICATION AND NOTICE OF SPECIAL LAWSUIT

SPECIAL NOTICE OF LAWSUIT

LISA RIM DBA POLLO PICO RESTAURANT; 1233 S. WESTERN AVENUE, LOS ANGELES CA 90006

A lawsuit, the attached Application for Adjudication of Claim, has been filed with the Workers Compensation Appeals Board against you as the named defendant by the above-named applicant(s).

1) An Answer to the Application must be filed and served within six days of the service of the Application pursuant to Appeals Board rules; therefore, your written response must be filed with the Appeals Board promptly: a letter or phone call will not protect your interests.
2) You will be served with a Notice(s) of Hearing and must appear at all hearings or conferences. After such hearing, even absent your appearance, a decision may be made and an award of compensation benefits may issue against you. The award could result in the garnishment of your wages, taking of your money or property or other relief.
If the Appeals Board makes an award against you, your house or other dwelling or other property may be taken to satisfy that award in a non-judicial sale, with no exemptions from execution.

A lien may also be imposed upon you property without further hearing and before the issuance of award.

3) You must notify the Appeals Board of the proper address for the service of official and papers and notify the Appeals Board of any changes in that address.

Name and Address of Appeals Board: Worker's Compensation Appeals Board

300 Oceangate, Ste-200, Long Beach, CA 90802

Address City, State, ZIP Code

COMPLETED BY : Applicant Attorney

DENNIS R. FUSI, ESQ.
4909 LAKEWOOD BLVD. 6TH FLOOR, LAKEWOOD CA 90712 310-530-1888

FICTITIOUS BUSINESS NAME STATEMENT: 20111021532 The following person(s) is/are doing business as: M&S DESIGN, 125TH ST, LOS ANGELES, CA 90013. UDOMOST INK&VES&VANITCH; 21668 LOS ALAMOS ST CHATSWORTH CA 91311. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here on: Signed UDOMOST INK&VES&VANITCH. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/3/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/2/2011, 6/9/2011, 6/16/2011, 6/23/2011 20564

FICTITIOUS BUSINESS NAME STATEMENT: 20111021595 The following person(s) is/are doing business as: YAI RESTAURANT, 5757 HOLLYWOOD BL, LOS ANGELES, CA 90028. CHATIROSE SATTRARAJUNA, 1949 BERENDO STREET LOS ANGELES CA 90027. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on: 5/1/2011. Signed CHATIROSE SATTRARAJUNA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/3/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/2/2011, 6/9/2011, 6/16/2011, 6/23/2011 20565

FICTITIOUS BUSINESS NAME STATEMENT: 20111021667 The following person(s) is/are doing business as: JPM MACHINERY, 4765 GAGE AVE APT D, BELL, CA 90201. FATIMA ALJEANDRA, 4765 GAGE AVE APT D LOS ANGELES CA 90201. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed FATIMA ALJEANDRA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/3/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/2/2011, 6/9/2011, 6/16/2011, 6/23/2011 20563

FICTITIOUS BUSINESS NAME STATEMENT: 20111026352 The following person(s) is/are doing business as: TAMUS MERCHANDISE, 9220 S MANHATTAN PLACE, LOS ANGELES, CA 90047. UCHECHUKWU ATANMO, 9220 S MANHATTAN PLACE LOS ANGELES CA 90047. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed UCHECHUKWU ATANMO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/2/2011, 6/9/2011, 6/16/2011, 6/23/2011 20563

FICTITIOUS BUSINESS NAME STATEMENT: 20111026352 The following person(s) is/are doing business as: TAMUS MERCHANDISE, 9220 S MANHATTAN PLACE, LOS ANGELES, CA 90047. UCHECHUKWU ATANMO, 9220 S MANHATTAN PLACE LOS ANGELES CA 90047. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed UCHECHUKWU ATANMO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/2/2011, 6/9/2011, 6/16/2011, 6/23/2011 20562

FICTITIOUS BUSINESS NAME STATEMENT: 20111027875 The following person(s) is/are doing business as: GLD GRACE TRADING AND DISTRIBUTION, 1818 E MICHIGAN AVE APT 110, LOS ANGELES, CA 90033. WILGINA DE LA CRUZ, 1818 E MICHIGAN AVE APT 110 LOS ANGELES CA 90033. The business is conducted by: a General Partnership. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed WILGINA DE LA CRUZ. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/2/2011, 6/9/2011, 6/16/2011, 6/23/2011 20606

FICTITIOUS BUSINESS NAME STATEMENT: 201101384 The following person(s) is/are doing business as: HELEN ARLA 8915 Woodman. Arleta CA 91331. TUYEN THI PHOUING TRAN 8915 Woodman. Arleta CA 91331. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/22/2011. Signed: Tuyen Thi Phoung Tran. This statement is filed with the County Clerk of Los Angeles County on: 4/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/2/2011, 6/9/2011, 6/16/2011, 6/23/2011 20606

FICTITIOUS BUSINESS NAME STATEMENT: 2011036079 The following person(s) is/are doing business as: LUXAMERE, 1352 S. Carmelina Avenue, Suite 119 Los Angeles, CA 90025. ALCYCE FINE JEWELRY, INC. 1353 S. Carmelina Avenue, Suite 119 Los Angeles, CA 90025. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Michele Woo, President. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 6/2/11, 6/9/11, 6/16/11, 6/23/11 815

FICTITIOUS BUSINESS NAME STATEMENT: 2011030375 The following person(s) is/are doing business as: HOLLYWOOD HOT E-GREETING CARDS 27642 Atlas Lane Santa Clarita, CA 91351. RUTH M VALERO 27642 Atlas Lane Santa Clarita, CA 91351. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Ruth M. Valero, Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 6/2/11, 6/9/11, 6/16/11, 6/23/11 817

FICTITIOUS BUSINESS NAME STATEMENT: 2011036076 The following person(s) is/are doing business as: ALCYCE FINE JEWELRY, 1353 S. Carmelina Avenue, Suite 119. ALCYCE FINE JEWELRY, INC. 1352 S. Carmelina Avenue, Suite 119. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Alyce Fine Jewelry, Inc., President. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 6/2/11, 6/9/11, 6/16/11, 6/23/11 818

is/are doing business as: CALIFORNIA TRUCK SALES. 4219 Lankershim Blvd. North Hollywood, CA 91606. CASA DE AUTOMOTRIZ. 3940 Laurel Canyon Blvd # 157/5 Studio City, CA 91604. DIVERSIFIED CAPITAL GROUP INC. 3940 Laurel Canyon Blvd # 1577 Hollywood, CA 91604. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/26/2011. Signed: Diversified Capital Group Inc., President. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 831

FICTITIOUS BUSINESS NAME STATEMENT: 2011036479 The following person(s) is/are doing business as: G-ONE 12330 Osborne Street # 16 Pacoima, CA 91331. GABRIEL CHAVAZ. 12330 Osborne St. # 16 Pacoima, CA 91331. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Gabriel Chavez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 832

FICTITIOUS BUSINESS NAME STATEMENT: 2011036420 The following person(s) is/are doing business as: SMART WEB ACCOUNTING. 6844 Pettit Ave. West Hills, Los Angeles, CA 91406. OLESTA IVANOVA. 6844 Pettit Ave. West Hills, Los Angeles, CA 91406. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Olesya Ivanova, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 833

FICTITIOUS BUSINESS NAME STATEMENT: 2011036299 The following person(s) is/are doing business as: MARTINEZ & GOMEZ ALTERATIONS. 429 W. Venice Blvd. Los Angeles, CA 90015. AFRICA MARTINEZ. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Africa Martinez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 834

FICTITIOUS BUSINESS NAME STATEMENT: 2011036365 The following person(s) is/are doing business as: GUARDIAN WEST SECURITY. 20361 Prairie St. Suite 1 Chatsworth, CA 91311. ABRAGAM RAMZAN. 7930 Vicki Ave. West Hills, CA 91304. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Abraham Ramzan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 835

FICTITIOUS BUSINESS NAME STATEMENT: 2011036212 The following person(s) is/are doing business as: ANIMAR FLOWERS & GIFTS. 11009 Burbank Blvd. Unit 122 North Hollywood, 91601. BEDROS BOYACI. 5624 Haroldway # B. Los Angeles, CA 90028 - The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Bedros Boyaci, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 836

FICTITIOUS BUSINESS NAME STATEMENT: 2011036077 The following person(s) is/are doing business as: ROMERO MEGA MOVER. 652 Harding Ave. San Fernando, CA 91340. JOSE ROMERO. 652 Harding Ave San Fernando, CA 91340. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Jose Romero, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 837

FICTITIOUS BUSINESS NAME STATEMENT: 2011035383 The following person(s) is/are doing business as: UNIOE JUMPER USA. 11176 Penrose St. # 4 Sun Valley, CA 91352. ARTYOM TIMANYAN. 743 N. Ridgewood Pl. Los Angeles, CA 90038. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/23/2011. Signed: Artyom Tumanyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 838

FICTITIOUS BUSINESS NAME STATEMENT: 2011035379 The following person(s) is/are doing business as: LEON VALENCIA & ASSOCIATES. VALENCIA & ASSOCIATES. 5220 Santa Monica Blvd. # 202 Los Angeles, CA 90029. LEON VALENCIA. 2236 Talmadge St. Los Angeles, CA 90027. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 11/03/2013. Signed: Leon Valencina, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 839

FICTITIOUS BUSINESS NAME STATEMENT: 2011035379 The following person(s) is/are doing business as: MAGIC CHAIR. 6626 Havenhurst # 322 Van Nuys, CA 91406. KASSIR MAKHLOOF. 6626 Havenhurst # 322 Van Nuys, CA 91406. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Kassir Makhloof, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 840

FICTITIOUS BUSINESS NAME STATEMENT: 2011035090 The following person(s) is/are doing business as: GARDEN PRODUCE. 303 W. Glencloak Blvd # 317 Glendale, CA 91202. GAREN MUSAELIAN. 303 W. Glencloak Blvd # 317 Glendale, CA 91202. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Garen MUSAELIAN, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 841

FICTITIOUS BUSINESS NAME STATEMENT: 2011035262 The following person(s) is/are doing business as: THE ART OF HEALING THAI SPA. 4157 Eagle Rock Blvd. # 3 Los Angeles, CA 90065. PONNTIP PHADUNGWIT. 12335 Roscoe Blvd. Sun Valley, CA 91352. NIKKOM GEMTHANONDA. 4248 1/2 Normal Ave. Los Angeles, CA 90029. PURITA WITANAKULCHOTIKARN. 1165 N Normandie Ave. # 25 Los Angeles, CA 90029. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Nikkom Hemthanokda, Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 842

FICTITIOUS BUSINESS NAME STATEMENT: 2011035170 The following person(s) is/are doing business as: THE ART OF HEALING THAI SPA. 4157 Eagle Rock Blvd. # 3 Los Angeles, CA 90065. WANNAPHA RATANOPANYACHOT. 1645 Winona Blvd. # 102, Los Angeles, CA 90027. PONNTIP PHADUNGWIT. 12335 Roscoe Blvd. Sun Valley, CA 91352. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Wannapha Ratanpanyahat, Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 843

FICTITIOUS BUSINESS NAME STATEMENT: 2011037567 The following person(s) is/are doing business as: BRIGHT WAY TRUCKING. 7912 Van Noord Ave. N. Hollywood, CA 91605. KARLEN ZAKARYAN. 7912 Van Noord Ave. North Hollywood, CA 91605. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Karlen

Zakaryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 844

FICTITIOUS BUSINESS NAME STATEMENT: 2011035168 The following person(s) is/are doing business as: KW COMMERCIAL CALABASAS. 23975 Park Sorrento, Suite 110 Calabasas, CA 91302. FORWARD CALABASAS, INC. 439 N. Canon Drive # 300. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Forward Calabasas, Inc., CEO/President. This statement is filed with the County Clerk of Los Angeles County on: 5/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 845

FICTITIOUS BUSINESS NAME STATEMENT: 2011035169 The following person(s) is/are doing business as: WINDY BLOOMERS CREATIONS. 2689 Porter Altadena, CA 91001. CAROLE W. ROBERTS. 2689 Porter Altadena, CA 91001. CHERYL L. BEVERLY. 2712 N. Vista Grande Palm Springs, CA 92262. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/16/2011. Signed: Carole W. Roberts, Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 846

FICTITIOUS BUSINESS NAME STATEMENT: 2011037552 The following person(s) is/are doing business as: CHIKAS CENTER BARBER & BEAUTY SUPPLY. 1959 E. Florence Avenue Huntington Park, CA 90001. FRANCISCO J. GRANADOS. 8901 Sepulveda Eastway Westchester, CA 90045. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Francisco J. Granados, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 847

FICTITIOUS BUSINESS NAME STATEMENT: 2011037553 The following person(s) is/are doing business as: THE LLOYD COMPANY. 8620 Gregory Way Los Angeles, CA 90035. BRUCE GELLER. 8620 Gregory Way Los Angeles, CA 90035. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Bruce Geller, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 848

FICTITIOUS BUSINESS NAME STATEMENT: 2011037554 The following person(s) is/are doing business as: VENGA. 460 N. Canon Drive Beverly Hills, CA 90210. VITAL ENERGY GASTRONOMY, LLC. 460 N. Canon Dr. Beverly Hills, CA. The business is conducted by: a Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Shantir Bessart, CEO. This statement is filed with the County Clerk of Los Angeles County on: 5/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 849

FICTITIOUS BUSINESS NAME STATEMENT: 2011037555 The following person(s) is/are doing business as: FIVE STAR FINANCIAL. 10717 Wilshire Blvd. # 301, Los Angeles, CA 90024. MICHAEL MANSHOORY. 10717 Wilshire Blvd. # 301, Los Angeles, CA 90024. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Michael Manshoory, CEO. This statement is filed with the County Clerk of Los Angeles County on: 5/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 850

FICTITIOUS BUSINESS NAME STATEMENT: 2011037556 The following person(s) is/are doing business as: SEPULVEDA SMOKES. 7238 Sepulveda Bl. Van Nuys, CA 91405. VAHE BALDEMIAN. 7238 Sepulveda Bl. Van Nuys, CA 91405. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Vahe Baldemian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 851

FICTITIOUS BUSINESS NAME STATEMENT: 2011031316 The following person(s) is/are doing business as: BETTO RODRIGUES PHOTOGRAPHY 10975 Bluffsdr. Dr. #1321 Studio City, CA 91604. JOSE ROBERTO RODRIGUES DOS SANTOS 10975 Bluffsdr. Dr. #1321 Studio City, CA 91604. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Jose Roberto Rodrigues dos Santos, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/2/11, 6/9/11, 6/16/11, 6/23/11 852

FICTITIOUS BUSINESS NAME STATEMENT: 2011037236 The following person(s) is/are doing business as: CYRUS'S MEDITERRANEAN MARKET 1208 S. Fairfax Ave. Los Angeles, CA 90019. SAMMY MOUSAVI 1208 S. Fairfax Ave. Los Angeles, CA 90019. The business is conducted by: Husband & Wife. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Sammy Mousavi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 815

FICTITIOUS BUSINESS NAME STATEMENT: 2011039726 The following person(s) is/are doing business as: YOGURTLAND 10250 Santa Monica Blvd #1260 Los Angeles, CA 90067. GO WEST VENTURES, INC 1400 Posada Newport Beach, CA 92660. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Go West Ventures Inc, President. This statement is filed with the County Clerk of Los Angeles County on: 5/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 816

FICTITIOUS BUSINESS NAME STATEMENT: 2011040223 The following person(s) is/are doing business as: M&R MARKETING 1710 Purdue Ave. #102 Los Angeles, CA 90025. BOBBY AKBAROFF 17627 Kittridge St. Balboa Lake, CA 91404. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Bobby Akbaroff, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 817

FICTITIOUS BUSINESS NAME STATEMENT: 2011036725 The following person(s) is/are doing business as: PREMIUM GLASS 11122 Montana Avenue, Santa Monica, CA 90403. HUGO R SEVERIANO VICO 11122 Montana Avenue, Santa Monica, CA 90403. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 6/01/2011. Signed: Hugo R Severiano Vico, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 818

FICTITIOUS BUSINESS NAME STATEMENT: 2011036725 The following person(s) is/are doing business as: PREMIUM GLASS 11122 Montana Avenue, Santa Monica, CA 90403. HUGO R SEVERIANO VICO 11122 Montana Avenue, Santa Monica, CA 90403. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 6/01/2011. Signed: Hugo R Severiano Vico, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 819

FICTITIOUS BUSINESS NAME STATEMENT: 20110348021 The following person(s) is/are doing business as: LETHAL EXTERMINATING 5313 Coldbrook Avenue, Lakewood, CA 90713. ROBERT MALLON 5313 Coldbrook Avenue, Lakewood, CA 90713. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Robert Mallon, Owner. This statement is filed with the County Clerk of Los Angeles County on: 3/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 820

FICTITIOUS BUSINESS NAME STATEMENT: 2011039218 The following person(s) is/are doing business as: THE GREENS AND GRAIN BUTHER SHOP 3357 Madera Avenue, Los Angeles, CA 90039. PIPER GOLDSTEIN 3357 Madera Avenue, Los Angeles, CA 90039. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/14/06. Signed: Piper Goldstein, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 821

FICTITIOUS BUSINESS NAME STATEMENT: 2011039217 The following person(s) is/are doing business as: BLACK LABEL AUTO 818 Gretna Green Way #106, Los Angeles, CA 90049. MICHAEL LAHALIH 818 Gretna Green Way #106, Los Angeles, CA 90049. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Michael Lahalih, Sole Proprietor. This statement is filed with the County Clerk of Los Angeles County on: 5/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 822

FICTITIOUS BUSINESS NAME STATEMENT: 2011039216 The following person(s) is/are doing business as: 7630 W. NORTON; 1021 GENESIEE; 1139 HOLT 118 S. Beverly Drive #222, Beverly Hills, CA 90212. LOLA LEVOY 10590 Wilshire Blvd. #307, Los Angeles, CA 90024. MICHAEL LEVOY 10590 Wilshire Blvd. #307, Los Angeles, CA 90024. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Lola Levo, Vice President/ Partner. This statement is filed with the County Clerk of Los Angeles County on: 5/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 823

FICTITIOUS BUSINESS NAME STATEMENT: 2011040560 The following person(s) is/are doing business as: MAKINA; MAKINA ENTERTAINMENT 2934 1/2 Beverly Glen Circle, Suite 454, Los Angeles, CA 90077. SANTIAGO MANES 2934 1/2 Beverly Glen Circle, Suite 454, Los Angeles, CA 90077. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/1/2011. Signed: Santiago Manes, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/1/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 824

FICTITIOUS BUSINESS NAME STATEMENT: 2011040559 The following person(s) is/are doing business as: ART OF LEATHER BY EWA 214 S. Doherty Drive, Beverly Hills, CA 90211. EWA RADZISZEWSKA 214 S. Doherty Drive, Beverly Hills, CA 90211. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Ewa Radziszewska, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/1/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 825

FICTITIOUS BUSINESS NAME STATEMENT: 2011039814 The following person(s) is/are doing business as: SEVEN ONE FIVE CONSULTING 20504 Ventura Blvd., Woodland Hills, CA 91364. AFRA BLAKE 20504 Ventura Blvd., Woodland Hills, CA 91364. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Afra Blake, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 826

FICTITIOUS BUSINESS NAME STATEMENT: 2011039808 The following person(s) is/are doing business as: EISENHART ANI ASSOCIATES 5992 E. Ventura Avenue, Woodland Hills, CA 91367. ROBERT L. EISENHART 5992 E. Ventura Avenue, Woodland Hills, CA 91367. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 11/19/94. Signed: Robert L. Eisenhart, Owner. This statement is filed with the County Clerk of Los Angeles County on: 5/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 827

FICTITIOUS BUSINESS NAME STATEMENT: 2011041521 The following person(s) is/are doing business as: GENNOVATION BUSINESS SOLUTIONS 9207 Rowell Avenue, Chatsworth, CA 91311. MARIA C WISNER 9207 Rowell Avenue, Chatsworth, CA 91311. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 6/1/2011. Signed: Maria S Wisner, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/2/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 828

FICTITIOUS BUSINESS NAME STATEMENT: 2011040529 The following person(s) is/are doing business as: SUPER LAUNDRY 721 S. Figueroa Street, Los Angeles, CA 90003. HRAIR SAFARIAN 4540 Natick Avenue #208, Sherman Oaks, CA 91403. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 12/20/05. Signed: Hrair Safarian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/1/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 6/9/11, 6/16/11, 6/23/11, 6/30/11 829

FICTITIOUS BUSINESS NAME STATEMENT: 2011041348 The following person(s) is/are doing business as: LOS ANGELES DISCOUNT GIFT 560 S. Los Angeles Street #2, Los Angeles, CA 90012. EDWARD MANSASSIAN 6725 Ventura Canyon Avenue, Van Nuys, CA 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Cyrus Shayan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/2/2011. NOTICE - This fictitious name statement

ness name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 6/9/11, 6/16/11, 6/23/11, 6/30/11 846

FICTITIOUS BUSINESS NAME STATEMENT: 2011041853 The following person(s) is/are doing business as: E3 MOBILE WASH 7719 Rhodes Avenue, North Hollywood, CA 91605. HAROUT GABRIELYAN 7719 Rhodes Avenue, North Hollywood, CA 91605. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Harout Gabrielyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/02/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 6/9/11, 6/16/11, 6/23/11, 6/30/11 847

FICTITIOUS BUSINESS NAME STATEMENT: 2011041692 The following person(s) is/are doing business as: AVALON ART AND DESIGN 4417 Laurel Grove Avenue, Studio City, CA 91604. NIGEL COOPER 4417 Laurel Grove Avenue, Studio City, CA 91604; HAL YASKULKA 16514 Simonds Street, Granada Hills, CA 91344. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Nigel Cooper, Partner. This statement is filed with the County Clerk of Los Angeles County on: 6/02/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 6/9/11, 6/16/11, 6/23/11, 6/30/11 848

FICTITIOUS BUSINESS NAME STATEMENT: 2011041350 The following person(s) is/are doing business as: 50 AND YORK 5010-5012 York Blvd., Los Angeles, CA 90042. PEDRO ENRIQUE DEPAZ 6207 Ibbetson Avenue, Lakewood, CA 90713. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 6/1/2011. Signed: Pedro Enrique Depaz, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/02/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 6/9/11, 6/16/11, 6/23/11, 6/30/11 849

FICTITIOUS BUSINESS NAME STATEMENT: 2011041250 The following person(s) is/are doing business as: YOR DIFE ACCESSORIES 6071 Woodman Avenue #4, Van Nuys, CA 91401. LUZ YASBETH OTERO 6701 Woodman Avenue #4, Van Nuys, CA 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 6/17/11. Signed: Luz Yasbeth Otero, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/02/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 6/9/11, 6/16/11, 6/23/11, 6/30/11 850

FICTITIOUS BUSINESS NAME STATEMENT: 2011040628 The following person(s) is/are doing business as: ARMENIAN T-SHIRTS.COM 11564 Poema Place #201, Chatsworth, CA 91326. ALICE KAHVEDJIAN 11564 Poema Place #201, Chatsworth, CA 91326; ARAM GELUYDJIAN 10435 Lindley Avenue #119, Northridge, CA 91326. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Aram Gueydjian, Partner. This statement is filed with the County Clerk of Los Angeles County on: 6/01/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 6/9/11, 6/16/11, 6/23/11, 6/30/11 851

FICTITIOUS BUSINESS NAME STATEMENT: 2011048140 The following person(s) is/are doing business as: CICI'S CAFÉ' CECE'S CAFÉ 18921 Ventura Blvd., Tarzana, CA 91356. SPY, INC. 18912 Ventura Blvd., Tarzana, CA 91356. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/31/2006. Signed: Sawari Chanchaisri, President. This statement is filed with the County Clerk of Los Angeles County on: 6/03/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 6/9/11, 6/16/11, 6/23/11, 6/30/11 852

FICTITIOUS BUSINESS NAME STATEMENT: 2011040610 The following person(s) is/are doing business as: RED SALES AND MARKETING 9437 Lemona Avenue, North Hills, CA 91343. RENATO E. DIKIT 9437 Lemona Avenue, North Hills, CA 91343. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 6/1/11. Signed: Renato E. Dikit, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/01/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 6/9/11, 6/16/11, 6/23/11, 6/30/11 853

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2011036731
Date Filed: 5/25/2011
Name of Business: DENNIS JOHNSON AUTO BODY AND PAINT/ALFARO'S CARWASH AND DETAIL 6028 Hazeltine Avenue, Van Nuys, CA 91401
Registered Owner: INGRID D RAMOS 6028 Hazeltine Avenue, Van Nuys, CA 91401
Current File #20101262533
Date: 9/08/2010
Published: 6/9/11, 6/16/11, 6/23/11, 6/30/11

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2011041758
Date Filed: 6/02/2011
Name of Business: EURO FURNITURE 5302 Laurel Canyon Blvd., North Hollywood, CA 91607
Registered Owner: ARESTANES TIMOURIAN 6202 Carpenter Avenue, North Hollywood, CA 91606
Current File #2011023788
Date: 5/05/2011
Published: 6/9/11, 6/16/11, 6/23/11, 6/30/11

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2011048106
Date Filed: 6/01/2011
Name of Business: AMERICAN TOP DESIGN; JZ DESIGN 4345 Manson Avenue, Woodland Hills, CA 91364
Registered Owner: JALAL ZOLRIASSATIN 4345 Manson Avenue, Woodland Hills, CA 91364
Current File #20101943097
Date: 12/30/10
Published: 6/9/11, 6/16/11, 6/23/11, 6/30/11

JACQUELINE AVILA
19117 Lanark Street
Reseda, CA 91335
Case Number: LS021376
File Date: April 13, 2011
Los Angeles Superior Court
14400 Erwin Street
Van Nuys, CA 91401
ORDER TO SHOW CAUSE FOR CHANGE OF NAME
TO ALL INTERESTED PERSONS:

1. Petitioner: Jacqueline Avila
2. Present Names: Jacqueline Avila
Proposed Names: Jacqueline Leos
2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
3. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county, Beverly Hills Weekly.

Date: June 6, 2011 8:30 am Dept. C
Room: 310

Signed, James A. Steele
Judge of the Superior Court

FICTITIOUS BUSINESS NAME STATEMENT: 20111028781
The following person(s) is/are doing business as: CHEOCKING, DISCOUNT PARTY DRESS ONLINE 1270 SUNSET AVE. PASADENA, CA 91103. SHARON CHEOCK JOHNSON, 1270 SUNSET AVE PASADENA CA 91103. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 4/11/2011. Signed SHARON CHEOCK JOHNSON. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/9/2011, 6/16/2011, 6/23/2011, 6/30/2011 20561

FICTITIOUS BUSINESS NAME STATEMENT: 20111028187
The following person(s) is/are doing business as: MICHELLES FASHION, 704 S SPRING ST # 504, LOS ANGELES, CA 90014. DIEGO PAXTOR, 2722 GLENN AVE LOS ANGELES CA 90023. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 5/2/2011. Signed DIEGO PAXTOR. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/12/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/9/2011, 6/16/2011, 6/23/2011, 6/30/2011 20560

FICTITIOUS BUSINESS NAME STATEMENT: 20111031053
The following person(s) is/are doing business as: GUTIERREZ COLLECTABLES, 151 S. NINTH AVE SUITE E., CITY OF INDUSTRY, CA 91746. ULISES GUTIERREZ, 151 S. NINTH AVE SUITE E. CITY OF INDUSTRY CA 91746. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed ULISES GUTIERREZ. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/9/2011, 6/16/2011, 6/23/2011, 6/30/2011 20631

FICTITIOUS BUSINESS NAME STATEMENT: 20111031061
The following person(s) is/are doing business as: NOVODEDES TEOCAL, 1838 E 1ST STREET, LOS ANGELES, CA 90033. JULIETA CONTRERAS, 516 S BERNAL AVE LOS ANGELES CA 90063. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed JULIETA CONTRERAS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/9/2011, 6/16/2011, 6/23/2011, 6/30/2011 20632

FICTITIOUS BUSINESS NAME STATEMENT: 20111031129
The following person(s) is/are doing business as: FLOORING BY DESIGN, 13428 MAXELLA AVE # 479, MARINA DEL REY, CA 90292. JOHN CULLY, 12920 WALSH AVE # 18 LOS ANGELES CA 90066. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed JOHN CULLY. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/9/2011, 6/16/2011, 6/23/2011, 6/30/2011 20630

NOTICE TO CREDITORS OF BULK SALE
(Division 6 of the Commercial Code)
Escrow No. 39620-ST
(1) NOTICE HEREBY GIVEN to creditors of the within named Seller(s) that a bulk sale is about to be made on personal property hereinafter described.
(2) The name and business addresses of the seller are: RGO INVESTMENTS INC, A CALIFORNIA CORPORATION, 279 S. BEVERLY DR, BEVERLY HILLS, CA 90212
(3) The location in California of the Chief Executive Office of the seller is: 5240 OTIS AVE, TARZANA CA, 91356
(4) The name and business address of the buyer(s) are: RIVIERA RESTAURANT GROUP, L.L.C, A CALIFORNIA LIMITED LIABILITY COMPANY, 438 S. CRESCENT DR, BEVERLY HILLS, CA 90212
(5) The location and general description of the assets to be sold are: FURNITURE, FIXTURES AND EQUIPMENT of that certain business located at: 279 S. BEVERLY DR, BEVERLY HILLS, CA 90212
(6) The business name used by the seller(s) at the said location is: JERSEY MIKE'S SUBS
(7) The anticipated date of the bulk sale is JUNE 27, 2011, at the office of BEVERLY HILLS ESCROW, 118 S. BEVERLY DR, STE 222, BEVERLY HILLS, CA 90212. Escrow No. 39620-ST, Escrow Officer: SHALONDA TRACEY
(8) Claims may be filed the same as "7" above.
(9) The last date for filing claims is: JUNE 24, 2011
(10) This Bulk Sale is subject to Section 6106.2 of the Uniform Commercial
(11) As listed by the Seller, all other business names(s) and addresses used by the Seller within three years before such list was sent or delivered to the Buyer are: NONE
DATED: MAY 23, 2011
RIVIERA RESTAURANT GROUP, L.L.C., Buyer(s)
LA1015234 BH WEEKLY 6/9/11

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE
Date of Filing Application: JUNE 2, 2011
To Whom it may concern:
The Name(s) of the Applicant(s) is/are: BK & WT INC.
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 8917 W SUNSET BLVD WEST HOLLYWOOD, CA 90069-1811.
Type of License(s) Applied for: 41 - ON-SALE BEER AND WINE - EATING PLACE.
Department of Alcoholic Beverage Control 888 S. FIGUEROA ST, STE 320, LOS ANGELES, CA 90017 (213) 833-6043.
LA1016986 BH WEEKLY 6/9/11

FILE NO. 2011 037630
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 24 COIN LAUNDRY, 3566 W. 3RD ST, LOS ANGELES, CA 90020 county of: LOS ANGELES. The full name of registrant(s) is/are: OH FAMILY IN & OUT, INC [CALIFORNIA], 2823 MARI COPA ST, TORRANCE, CA 90503. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ OH FAMILY IN & OUT, INC BY: HONG SEOK O, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on MAY 26, 2011 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA1011824 BH WEEKLY 6/2,9,16,23 2011

FILE NO. 2011 034476
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ONE STOP MARKET, 1479 E. 22ND ST, LOS ANGELES, CA 90111 county of: LOS ANGELES. The full name of registrant(s) is/are: TONG SOON CHU, 1207 5TH AVE, LOS ANGELES, CA 90019. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ TONG SOON CHU, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on MAY 19 2011 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE

OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA1010855 BH WEEKLY 6/2, 9, 16, 23, 2011

FILE NO. 2011 033773.
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: APROPOS FLORAL & EVENT DESIGN, 9119 W. OLYMPIC BLVD, BEVERLY HILLS, CA 90212 county of: LOS ANGELES. The full name of registrant(s) is/are: JAIME BETANCOURT, 414 N. ARDMORE #102, LOS ANGELES, CA 90004. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ JAIME BETANCOURT

This statement was filed with the County Clerk of LOS ANGELES County on MAY 19, 2011 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA1009220 BH WEEKLY 5/26 6/2,9,16 2011

NOTICE OF PETITION TO ADMINISTER ESTATE OF:
MAURICE WEINSTEIN
CASE NO. BP128723

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of MAURICE WEINSTEIN.

A PETITION FOR PROBATE has been filed by MEI H. WEINSTEIN in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that MEI H. WEINSTEIN be appointed as personal representative to administer the estate of the decedent.

THE PETITION requests the decedent's WILL and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act . (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.
A HEARING on the petition will be held in this court as follows: 06/21/11 at 8:30AM in Dept. 5 located at 111 N. HILL ST., LOS ANGELES, CA 90012

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.
IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk.
Attorney for Petitioner
BARRY L. GUTERMAN, ESQ. - SBN 66057
LAW OFFICES OF BARRY L. GUTERMAN
1901 AVENUE OF THE STARS STE 931
LOS ANGELES CA 90067
5/26, 6/2, 6/9/11
CNS-2106526#

NOTICE OF TRUSTEE'S SALE
Trustee Sale No. 432621CA
Loan No. 3013620954
Title Order No. 602124200
YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 04-20-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 06-16-2011 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 04-30-2007, Book , Page , Instrument 20071030981, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: JASMIN DANESCH, A MARRIED WOMAN AS HER SOLE AND SEPARATE PROPERTY, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings

Trustee Sale No. 432621CA
Loan No. 3013620954
Title Order No. 602124200
YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 04-20-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 06-16-2011 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 04-30-2007, Book , Page , Instrument 20071030981, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: JASMIN DANESCH, A MARRIED WOMAN AS HER SOLE AND SEPARATE PROPERTY, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings

bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD. , NORWALK, CA Legal Description: LOT 26 IN BLOCK 8 OF TRACT NO. 5939, IN THE CITY OF WEST HOLLYWOOD, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 62, PAGES 43 AND 44 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. Amount of unpaid balance and other charges: \$1,948,604.22 (estimated) Street address and other common designation of the real property: 8741 ROSEWOOD AVENUE WEST HOLLYWOOD, CA 90048 APN Number: 4336-003-025 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 05-18-2011 CALIFORNIA RECONVEYANCE COMPANY, as Trustee FRED RESTREPO, ASSISTANT SECRETARY CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. California Reconveyance Company 9200 Oakdale Avenue Mail Stop: CA2-4379 Chatsworth, CA 91311 800-892-6902 For Sales Information: (714) 730-2727 or www.lpsasap.com (714) 573-1965 or www.prioritposting.comASAP# 4000449 05/26/2011, 06/02/2011, 06/09/2011

NOTICE OF TRUSTEE'S SALE
Trustee Sale No. 737205CA
Loan No. 3013558451
Title Order No. 3206-246354
YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 04-10-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 06-23-2011 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 04-24-2007, Book , Page , Instrument 20070982141, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: GOLNAZ NEDJAT-HAIEM A MARRIED WOMAN AS HER SOLE AND SEPARATE PROPERTY, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD. , NORWALK, CA Legal Description: LOT 20 OF TRACT NO. 24485, IN THE CITY OF BEVERLY HILLS, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 658, PAGES 1 AND 2 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. Amount of unpaid balance and other charges: \$2,706,941.67 (estimated) Street address and other common designation of the real property: 1675 CARLA RIDGE BEVERLY HILLS, CA 90210 APN Number: 4391020022 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 05-27-2011 CALIFORNIA RECONVEYANCE COMPANY, as Trustee FRED RESTREPO, ASSISTANT SECRETARY CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY

INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. California Reconveyance Company 9200 Oakdale Avenue Mail Stop: CA2-4379 Chatsworth, CA 91311 800-892-6902 For Sales Information: (714) 730-2727 or www.lpsasap.com (714) 573-1965 or www.priorityposting.com ASAP# 4008431 06/02/2011, 06/09/2011, 06/16/2011

NOTICE OF PETITION TO ADMINISTER ESTATE OF:
BERTRAM HACKEL
CASE NO. SP008535

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of BERTRAM HACKEL.

A PETITION FOR PROBATE has been filed by MORTON H. FIELD AND LAWRIN S. LEWIN in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that MORTON H. FIELD AND LAWRIN S. LEWIN be appointed as personal representative to administer the estate of the decedent.

THE PETITION requests the decedent's WILL and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held in this court as follows: 07/08/11 at 9:00AM in Dept. A located at 1725 Main St., Santa Monica, CA 90401

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for Petitioner
LEWIN & ENGLANDER
CRAIG J. ENGLANDER
13470 WASHINGTON BLVD #200B
MARINA DEL REY CA 90292
6/9, 6/16, 6/23/11
CNS-2113864#

WORKER'S COMPENSATION APPEALS BOARD, State of California

RAMIRO ZAPATA JIMENEZ
WCAB NO.: LA00832831

vs EAMS NO.:ADJ587312
Applicant

LUIS ARAGON, an individual; MARCOS BOLANOS, an individual; ANTONIO LOPEZ, an individual; UEBTF

Defendant
ORDER FOR SERVICE BY
PUBLICATION OF
APPLICATION FOR ADJUDICATION AND
NOTICE OF SPECIAL LAWSUIT

SPECIAL NOTICE OF LAWSUIT
ANTONIO LOPEZ, an individual: 1617 N. SHERMAN PLACE, LONG BEACH CA 90804

A lawsuit, the attached Application for Adjudication of Claim, has been filed with the Workers Compensation Appeals Board against you as the named defendant by the above-named applicant(s).

1) An Answer to the Application must be filed and served within six days of the service of the Application pursuant to Appeals Board rules: therefore, your written response must be filed with the Appeals Board promptly: a letter or phone call will not protect your interests.

2) You will be served with a Notice(s) of Hearing and must appear at all hearings or conferences. After such hearing, even absent your appearance, a decision may be made and an award of compensation benefits may issue against you. The award could result in the garnishment of your wages, taking of your money or property or other relief.

If the Appeals Board makes an award against you, your house or other dwelling or other property may be taken to satisfy that award in a non-judicial sale, with no exemptions from execution.

A lien may also be imposed upon you property without further hearing and before the issuance of award.

3) You must notify the Appeals Board of the proper address for the service of official and papers and notify the Appeals Board of any changes in that address.

Name and Address of Appeals Board: Worker's Compensation Appeals Board

320 W. FOURTH STREET, 9TH FLOOR, LOS ANGELES CA 90013

Address City, State, ZIP Code

COMPLETED BY : Applicant Attorney

RICHARD A. TORRES, ESQ.
2670 N. MAIN STREET SUITE 265, SANTA ANA CA 92705 (714) 558-7782

NOTICE OF TRUSTEE'S SALE TS No. 09-0151521 Title Order No. 09-8-455550 Investor/Insurer No. 601839408 APN No. 4337-011-048 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 06/29/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER."

Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by ANGEL SANTOS, A MARRIED MAN AS HIS SOLE & SEPARATE PROPERTY, dated 06/29/2006 and recorded 07/06/06, as Instrument No. 06 1487858, in Book -, Page -, of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 06/30/2011 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 621 WESTBORNE DR, WEST HOLLYWOOD, CA, 90069. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$1,130,278.65. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 01/09/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By: - Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 4012105 06/09/2011, 06/16/2011, 06/23/2011

NOTICE OF PETITION TO ADMINISTER ESTATE OF MARGARET B. DAVIDSON
Case No. BP128895

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of MARGARET B. DAVIDSON

A PETITION FOR PROBATE has been filed by Leonard Lugo in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that Leonard Lugo be appointed as personal representative to administer the estate of the decedent.

THE PETITION requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on July 27, 2011 at 8:30 AM in Dept. No. 9 located at 111 N. Hill St., Los Angeles, CA 90012.

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative

appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for petitioner:
JULIA E BURT ESQ
SBN 207585
HEIDI RICHERT CLERC ESQ
SBN 264634
LAW OFFICES OF
JULIA E BURT APC
73-700 EL PASEO
PALM DESERT CA 92260

ORDINANCE NO. 11-O-2609

AN ORDINANCE OF THE CITY OF BEVERLY HILLS EXTENDING INTERIM ORDINANCE 11-O-2608 PROHIBITING HIGH IMPACT CONVENIENCE STORES UNLESS SPECIFICALLY APPROVED BY THE CITY, AND DECLARING THE URGENCY THEREOF.

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS HEREBY ORDAINS AS FOLLOWS:

Section 1. Legislative Findings.

The City Council of the City of Beverly Hills is concerned that high impact convenience stores as defined by this ordinance may not be compatible with nearby land uses in the City. Such uses can generate excessive noise and litter, increase traffic, exacerbate parking issues, and reduce the value and enjoyment of nearby properties. As such, the City Council wishes to consider permanent regulations regarding the development and operation of convenience stores.

Because the public process of adopting permanent regulations may be lengthy, and because the establishment of high impact convenience stores during the public process might frustrate the ultimate regulation adopted, the City Council adopted Ordinance No. 11-O-2608, an interim ordinance that took effect immediately on April 21, 2011 (the "Interim Ordinance"). The Interim Ordinance defines and then prohibits "high impact convenience stores" in the City, allowing them only pursuant to a convenience store conditional use permit.

Section 2. Authority.

Pursuant to Government Code Section 65858, the City Council may adopt, as an urgency measure, an interim ordinance that prohibits any uses that may be in conflict with a contemplated zoning proposal that the City Council is considering, studying or intends to study within a reasonable period of time. After public notice, the City Council may extend the interim ordinance by a period of 10 months and 15 days, pursuant to Government Code Section 65858. Notice of the public hearing at which the City Council considered adopting this extension ordinance was duly published on May 13, 2011 in the Beverly Hills Courier and also published on May 12, 2011 in the Beverly Hills Weekly.

Section 3. Urgency Findings.

The City Council finds and determines that the unregulated operation of high impact convenience stores would result in an immediate threat to the public health, safety or welfare. As described in Section 1, the high customer turnover and vehicle-focused nature of high impact convenience stores will likely result in increased localized traffic, parking problems, and unwanted commercial intrusions into established residential neighborhoods. In addition, high impact convenience stores may increase litter and generate excessive noise that would deteriorate the quality of life for those in the immediate vicinity. The unregulated establishment of high impact convenience stores during the Council's review and consideration of permanent regulations could frustrate the ultimate regulation adopted. Thus, to preserve the public health, safety and welfare, it is necessary that this Ordinance take effect immediately to prevent such harm.

Section 4. Amendment to the Definition of "High Impact Convenience Store."

In order to ensure that the Interim Ordinance does not apply to businesses that do not cause the impacts about which the City Council is concerned, the City Council hereby amends the definition of "high impact convenience store" stated in the Interim Ordinance to read as follows:

"High Impact Convenience Store: Any retail store with the following characteristics: (1) more than half the square footage is dedicated to the sale of general food and drink products not intended for home preparation and consumption, tobacco, magazines, and toiletries, (2) the store is open to customers before 7:00 a.m. or after 9:00 p.m. Monday through Friday or before 9:00 am or after 9:00 pm on Saturday or Sunday, and (3) has one of the following characteristics – is served by on site surface parking, or is located within three hundred feet of a residential zone. 'High impact convenience stores' do not include newsstands, coffee shops, or any retail store containing a licensed pharmacy that is devoted to dispensing prescription medicine."

Section 5. CEQA Findings.

The City Council hereby finds that there is no possibility that the adoption and implementation of the Interim Ordinance or extension thereof may have a significant effect on the environment. This extension of the Interim Ordinance does not authorize construction and, in fact, imposes greater restrictions on certain development in order to protect the public health, safety and general welfare. This extension is therefore exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of Title 14 of the California Code of Regulations.

Section 6. Severability.

If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance or the application thereof to any person or place, is for any reason held to be invalid or unconstitutional by the final decision of any court of competent jurisdiction, the remainder of this Ordinance shall be and remain in full force and effect.

Section 7. Approval and Extension of Ordinance.

This Ordinance, adopted as an urgency measure for the immediate protection of the public safety, health, and general welfare, containing a declaration of the facts constituting the urgency, and passed by a minimum four-fifths (4/5) vote of the City Council, shall take effect immediately upon its adoption and shall amend and extend the effect of the Interim Ordinance for a period of ten (10) months and fifteen (15) days. After notice pursuant to Section 65090 of the California Government Code and public hearing, the City Council may extend the effectiveness of the Interim Ordinance for an additional one year period, as provided in Government Code Section 65858.

Section 8. Publication.

The City Clerk shall certify to the adoption of this Ordinance and shall cause this Ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

ADOPTED: May 24, 2011

BARRY BRUCKER
Mayor of the City of
Beverly Hills, California

ATTEST:
BYRON POPE (SEAL)
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:
JEFFREY KOLIN
City Manager

SUSAN HEALY KEENE
Director of Community Development

VOTE:
AYES: Councilmembers Gold, Bosse, Brien, and Mayor Brucker
NOES: None
RECUSED: Councilmember Mirisch
ABSENT: None
CARRIED

CLASSIFIEDS

To place your ad, call
310-887-0788

LEGEND

100-199 Announcements

105-General Services
110-Funeral Directors
115-Cemetery/Mausoleums
120-Clubs/Meetings
125-Personals
130-Legal Notices
135-Beauty Aids
140-Health Aids
145-Lost Items
150-Found Items
155-School and Classes
160-Adult Entertainment
161-Escort
165-Massage
170-Caregiver

200-299 Services

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202-Acoustics
204-Additions
206-Appliance Repair
208-Asphalt Paving
210-Bath Tub Repair/Reglazing
212-Bookkeeping Services
214-Brush Clearing

215-Building
216-Car Alarms
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218-Carpentry
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232-Decking
234-Drywall
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237-Entertainment
238-Exterminators
240-Fencing
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246-Hauling
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250-Iron Work
252-Janitorial
254-Landscaping
255-Legal Services

256-Locksmith
258-Moving/Storage
260-Music Instruction
262-Painting
264-Pet Sitting
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266-Plumbing
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272-Security Services
274-Stained Glass
276-Tile
278-Tree Service
280-Tutoring
282-TV/VCR/DVD Repair
284-Video Systems
286-Windows
288-Word Processing
289-Lessons
290-Trainer

300-399 Rentals

300-House Furnished

302-House Unfurnished
304-Apartments Furnished
306-For Rent
308-Condominiums
309-Recreational For Rent
310-Rooms
312-Rentals to Share
314-Hotels/Motels
316-Garages Storage
318-Office Space
320-Commercial
322-Resort Property
325-For Lease

400-499 Real Estate
400-Homes For Sale
401-Real Estate
402-Condominiums
404-Commercial/Industrial
406-Mobile Homes
408-Income Property
410-Lots For Sale
412-Farms/Ranches
414-Resort Property

416-Lakeshore Property
418-Oceanfront Property
420-Out-of-State Property
422-Real Estate Exchange
424-Real Estate Wanted
500-599 Employment
500-Employment Opportunities
501-Help Wanted
505-Work at Home
510-Employment Agencies
515-Business Services
516-Business Opportunities
520-Jobs Wanted
521-Personal Shopper
522-Drivers

600-799 Merchandise
600-Garage Sales
610-For Sale
615-Business For Sale
700-Antiques
705-Appliances
710-Medical Supplies
715-Coins & Stamps
720-Computers
725-Furniture

726-Miscellaneous
730-Musical Instruments
735-Office Furniture
740-Television/Radio

800-899 Financial
800-Real Estate Loans
801-Financial Services
802-Money to Loan
804-Money Wanted
806-Mortgage & Trust
808-Escrows

900-999 Transportation
900-Autos For Sale
905-Trucks & Vans
910-Motorhomes/Campers
915-Motorcycles
920-Trailers
925-Classics
930-Auto Leasing
935-Aircraft
940-Boats
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