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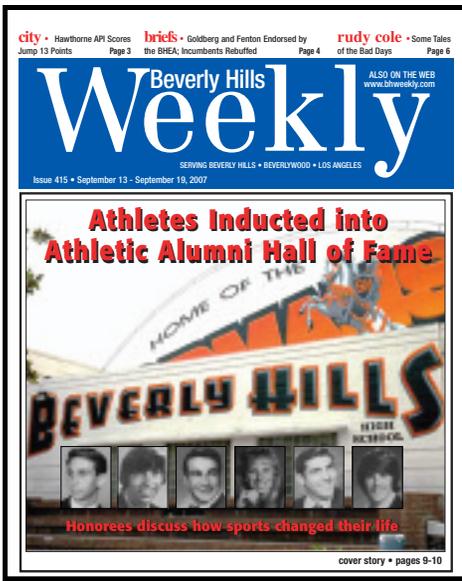
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Issue 416 • September 20 - September 26, 2007

## Parking Rates Reconsidered



**But will the city see the much-discussed return of 2-hour free parking?**



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## SNAPSHOT



### FOR THE LOVE OF ART MORENO DRIVE

Beverly Hills Board of Education President John Millan, Beverly High Art Department Chair Michael Federman, Board of Education member Alissa Roston, The Athens Group Chief Operating Officer Jay Newman and Superintendent Kari Mc Veigh. On Tuesday, September 11 the Board of Education recognized Jay Newman for co-sponsoring the project and Michael Federman for their collaborative work in Barricade Arts Project, sponsored by the Athens Group, which involved high school students decorating the barricade around the Montage Hotel construction project.

# letters & email

## "Beverly Hills Hilton & 9900 Wilshire Projects Hearing"

Regarding the letter on page 7 of Issue #415 from Larry Larson.

I was also at this meeting and want to thank you for printing Larry Larson's letter. I wrote a similar letter to the Courier but as expected it was not printed. The City Council (with one exception - Nancy Krasne) and the Courier have again sold out to the developers. To say the information presented at the meeting by the developer, attorney and owner of the Hilton was misleading would be an understatement. You had to be there to believe what was being presented to the residents to justify the "revitalization". According to their presentation, going from 543,537 sq ft to 970,620 would not generate more traffic.

*Robert Wood  
Beverly Hills*

Bravo to you for printing Larry Larson's letter in your most recent issue [415].

What the planning Commission and the Courier fail to do is ascertain how many people in attendance at these meetings have a direct and personal connection with the outcome. When 100 people indicate at any meeting that they favor the project(s) we need to know, if these "gung ho" people reside in the area north of Wilshire between El Rodeo School, Linden and Elevado. If not, their opinion is of little merit...these projects will not negatively impact them on a daily and long-lasting basis. It reminds me of the contribution that both the pig and the chicken make to a breakfast meal. Both are affected, but the pig has more to lose.

As a long time resident I am saddened that the community cannot see the horrible change in our quality of life that these projects bring with them. They also set a precedent for any hotel, Beverly Wilshire, Beverly hills, etc. or any commercial property owner to "revitalize" their properties at the expense of the long-time residential neighbors. A line must be drawn here before it is too late!

Contrary to what the marketing material says, these developers are NOT our good neighbors. Shame on the City and the developers!!

*Joy C. Shefter  
Beverly Hills*

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## City Council Delays Vote on Park Master Plan

Recreation and Parks Commission returns to the drawing board

By Elisa Osegueda

After a year of preparation, several public hearings, multiple community meetings conducted by the Recreation and Parks Commission, the City Council opted not to vote on the Roxbury/La Cienega Park Master Plan B-3 at Monday's City Council meeting. A unanimous consent by the City Council sent the Park Master Plan back for revisions to the Recreation and Parks Commission.

Over 150 people were present at Tuesday's meeting. Residents and members from the Southwest Homeowners Association, Beverly Angeles Homeowners Association, AYSO, Senior Citizens Adult Club, Beverly Hills Basketball League, and Beverly High students, among others voices their concerns about the conceptual development.

"The Commission was asked to come with a wish list," said Beverly Hills Mayor Jimmy Delshad. It's a matter of deciding "do we need it or wish for it."

According to Recreation and Parks Commissioner Marc O'Krent, the plan present-

ed to the City Council was a direct result of the input received from "eleven meetings, 18,000 surveys and over 5,000 pieces of mail that this commission and staff undertook to create these conceptual designs."

The City Council "really wanted us to do the right thing and go out and get good feedback and come back to them with some strong recommendations," said Recreation and Parks Commission Chairperson Michael Blumenfeld.

The majority of community concerns focused on the Roxbury Park Master Plan. The La Cienega Park Master Plan received no significant opposition at the City Council meeting. According to the Recreation and Parks Commission the La Cienega Park Master Plan received community support for both the concepts and park elements drafted prior to the meeting.

The plan presented to the City Council recommended enhanced landscaping and park amenities. In addition, the following modifications were suggested, a pedestrian bridge,



La Cienega Park

expansion of Community Center by 6,600 square feet, play area renovations to comply with the Americans with Disability Act, renovations to athletic field, addition of a small snack concession and outdoor seating. Lastly, increased surface parking and enhanced pedestrian entrance to service both the Olympic Boulevard and Gregory Way entrances.

"On La Cienega [Park], there has been little consternation over our deliberations. On Roxbury [Park] there has been much," said O'Krent. "Our plan for Roxbury, called B-3, adds no new recreational facilities to the park. Rather, by reconfiguring the Park to meet current and expected future demands, over 14,000 additional square footage of open, green space is obtained."

The Roxbury Park Master Plan B-3 included recommendation for the construction of a Community Center, enhanced picnic areas, a parking structure to accommodate 169 vehicles with tennis courts on the roof top of the structure, two new park restroom buildings, enhanced parkways and athletic fields, water feature, and 14,600 square feet increase in green space.

Delshad liked the additional 14,600 square feet of extra green space Plan B-3 includes, but he did not agree with moving the tennis courts.

The Park Master Plan was not able to accommodate all of the recreation elements recommended for the Community Recreation Center. Some elements included an indoor pool, a large

city & schools cont. on page 9

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# briefs

## Lurie Discusses Platform at Sunday's Campaign Kickoff



(L to R) Beverly Hills Vice Mayor Barry Brucker, Myra Lurie, and Sue Brucker

On Sunday, September 16, supporters of Board of Education member Myra Lurie celebrated the kickoff of her campaign for re-election at the home of Vice Mayor Barry and Sue Brucker.

Lurie discussed her campaign platform, which includes enhanced curriculum and safety measures for all students, the new Facilities Master Plan, measures to reduce traffic around campuses, expanded technology, new sources of revenue and the "greening of the district", including use of solar power for energy and cost conservation.

## Evening with Author Robert K. Tanenbaum helps Kids Helping Kids for Literacy

Former Beverly Hills Mayor Robert K. Tanenbaum hosts an evening to benefit Kids Helping Kids for Literacy. The event will be held at the home of Simin and Isaac Neman on 717 North Roxbury Drive, 90210. The event will be help on Thursday,

September 27 from 6:00 p.m. to 8:00 p.m. Author presentation will begin at 6:45 p.m. Those interested in attending should RSVP by Friday, September 21 at (310) 859-6610.

## Future School District Goals Expressed at Fenton's Kickoff



Lili Bosse, Steven Fenton, Dr. Willie Brien

Steven Fenton, candidate for the Beverly Hills Board of Education, held his campaign kickoff on Sunday, September 16 from at the home of Linda and Gary Briskman. Steven spoke on his vision for the future of the school district, including the need for a BHUSD-run pre-school.

## Beverly Hills Adopts September as National Preparedness Month

At Tuesday's City Council meeting Council members unanimously approved the month of September as National Preparedness Month. The City of Beverly Hills encourages all citizens to be better prepared for an emergency or disaster. The City Council urges adults and children to participate in citizen preparedness activities during this month, including learning how to prepare for an emergency by either contacting the Office of Emergency Management at (310) 228-1025, reviewing the City's website at [www.beverlyhills.org](http://www.beverlyhills.org), or visiting the Department of Homeland Security's Ready campaign websites

at [www.ready.gov](http://www.ready.gov) for more information.

## Roston Launches Board of Education Re-Election Campaign



Warren, Alissa, Leah and Matt Roston

This past Sunday, Alissa Roston kicked off her campaign for Board of Education re-election as she addressed issues regarding maintaining fiscal stability, enhancing the curriculum at all K-8 schools, and providing focused professional development for administration and teacher, among other topics.

## Town Hall's Writers Bloc welcomes Garrison Keillor

Town Hall's Writers Bloc will be hosting Garrison Keillor at the Wilshire Theater on Sunday, September 23. Keillor will be talking about his latest novel Pontoon, a celebration of family relationships. Keillor is the host of the radio show, "The Prairie Home Companion" which has been on the air for over 25 years.

For more information call (213) 628-8141.

## Republican Presidential Candidate Huckabee Holds Beverly Hills Fundraiser

Former Ark. Gov. Mike Huckabee conducted a fundraiser for his campaign for the Republican presidential nomination Sept. 12 at the Greenacres Drive home of C. Frederick and Susan

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Huckabee has called setting a timetable for withdrawal of U.S. forces from Iraq "a mistake"; music and arts education essential and calls himself a "steadfast supporter of Israel."

"This can't be a country about Democrats and Republicans," Huckabee told reporters before the fundraiser. "It needs to be a country about Americans. Not so much the horizontal left, right, Republican and Democrat. It needs to be a country that focuses on the vertical of being up and not down."

As reported in Issue 415 of the Beverly Hills Weekly, the Wehba's made a \$50,000 donation to the Beverly Hills Education Foundation to support a jazz band and art program. In exchange, Beverly High's band room will be named the C. Frederick and Susan Wehba Band Hall.

—Steven Herbert

#### Judith A. Friedman Receives Certificate of Appointment by City Council



Judith A. Friedman and Jimmy Delshad

New Fine Art Commissioner Judith A. Friedman received a certificate of appointment from Mayor Jimmy Delshad at the Beverly Hills City Council meeting Monday, September 17. Terri Smooke (not pictured) was also recently appointed to the Fine Art Commission.

#### Beverly Hills Forum Lecture Series Presents Gil Garcetti

The City of Beverly Hills Community Services Department will be hosting the third lecture for the 2007–2008 Beverly Hills Forum Lecture Series. Photographer and attorney Gil Garcetti will be featured on Tuesday, September 25 at 7:30 p.m. The lecture will be held in the Beverly Hills City Hall Council chambers, 455 North Rexford Drive.

While many know Gil Garcetti from his "previous life" as the Los Angeles County District Attorney, Gil has spent much of his life as an urban photographer. His work has been widely published and is the subject of several books.

#### Theatre 40's—J.B. Priestley's "Dangerous Corner"

Casting has been announced for "Dangerous Corner," J.B. Priestley's comedy of mysterious entanglements opening on Saturday, October 6 at the Reuben Cordova Theatre on the Beverly Hills High School campus.

"Dangerous Corner" ends November 9. Performances are scheduled from Monday through Saturday at 8:00 p.m. and Saturday and Sunday Matinees at 2:00 p.m. Ticket prices are \$20.00 Monday through Friday. All Saturday and Sunday performances are \$22.00. Students and members of the 4A's are half-price on Stand-by at the door.

241 Moreno Drive – adjacent to Century City just off Little Santa Monica Blvd. The Theatre is air-conditioned, there is disabled access and ample free indoor parking. For reservations: 310-364-0535. Website: [www.theatre40.org](http://www.theatre40.org). Credit Cards accepted.

#### Beverly Hills Public Library Bookshop to Open

Beverly Hills Public Library will have a grand opening for its new bookshop on Tuesday, September 25, from 6:30 p.m. to 8:00 p.m. The new bookshop is located on the ground floor of the library. Mayor Jimmy Delshad will be on site to perform the ribbon cutting ceremony.

#### Beverly Hills Celebrates World Tourism Day

Beverly Hills will join hundreds of destinations worldwide in recognition of World Tourism Day, an event held each year on Thursday, September 27. Sanctioned by the U.N. World Tourism Organization (UNWTO), the event provides an opportunity to look beyond borders and celebrate the unique opportunities created by travel and tourism.

In Beverly Hills, international visitors account for 40 percent of arrivals, and shopping remains a key driver of tourism.

For more information about the Beverly Hills Conference & Visitors Bureau, please call 310.248.1015. For more information about Beverly Hills, visit [www.LoveBeverlyHills.org](http://www.LoveBeverlyHills.org).

#### Town Hall's Writers Bloc welcomes Garrison Keillor

Town Hall's Writers Bloc will be hosting Garrison Keillor at the Wilshire Theater on Sunday, September 23. Keillor will be talking about his latest novel Pontoon, a celebration of family relationships. Keillor is the host of the radio show, "The Prairie Home Companion" which has been on the air for over 25 years.

For more information call (213) 628-8141.

#### Crime Gun Identification Act Passed Senate Floor

The Crime Gun Identification Act AB 1471, authored by Assemblymember Mike Feuer (D-Los Angeles) passed the Senate Floor with a 21-17 vote. The legislation requires that all new models of semiautomatic handgun to be microstamped with its make, model and identification number for any guns sold after 2010. Microstamping is used to identify guns during crimes. The markings are invisible to the naked eye and are difficult to delete. They are also replicated on all bullet casings fired from the gun. Currently, 45 percent of gun crimes in California go unsolved for lack of evidence.

The bill, AB 1471, has the backing of the Los Angeles Police Department, the Peace Officers Research Association of California (PORAC), as well as scores of other police departments and organizations throughout the state.

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# from the hills of beverly



## Inside City Hall

### Parks cause sparks

By Rudy Cole

Seven top brass of the Beverly Hills Fire Department will be invited to take examinations for chief in the first step of a process to find a replacement for Chief **Dale Geldert** who retires next month.

However, all seven may not apply for the top job: In some cases the promotion could mean a loss of income because of overtime pay and, for at least one officer, a second job.

According to our sources, **Chief Geldert**, who came to the department after a distinguished career with a top state fire agency, has successfully completed a training process making it possible to promote from within instead of going outside the city.

Following the examinations, City Manager **Rod Wood** will complete the selection process and name a replacement, probably early next month so that Geldert will have some time to mentor his successor.

Our congratulations to Geldert, Wood and all the likely candidates. Promoting from within will be a good morale booster for all

city agencies. The city will probably ask Chief Geldert to accept a consultant's job to further assist with the transition.

\*\*\*

Plans for major improvements in Roxbury Park created far too much heat and anger despite weeks of talks between residents and park users, and Recreation and Parks staff and Commission. (See story on page 3)

Although the department thought it had reached a compromise with neighbors and a major homeowner association, at Monday's city council hearing, it all came apart.

At the conclusion of a lengthy and often contentious public hearing, the council would not even approve plans for La Cienega which had received no objections from neighbors or those involved in park programs.

What is really on the table is a park's master plan. Approval of the plan would not mean immediate development of each and every element of proposed changes, but a gradual

implementation of improvements including an increase in open space, a new community center, a parking facility and improved sports fields.

Dropped were plans for an aquatic facility which had faced strong opposition from some neighbors of the park.

What was most disturbing during Monday's hearing were some not so thinly disguised political threats and a breakdown of the agreements the department thought it had reached.

Elsewhere, you can read about the major elements of the proposal, but let's examine a few that created the most heat.

First, as always, Southwest Beverly Hills Homeowner Association president **Ken Goldman** was very persuasive and passionate in listing his objections to the plan, this despite reports he had signed off on compromises and changes made since the original, and far more ambitious master plan, was first released.

Supporting Goldman were representatives of one of the oldest neighborhood associations, Beverly-Angeles, first organized to fight overdevelopment in Century City but largely dormant in recent years.

Although most of those attending the hearing opposed many of the changes, there was universal agreement that Roxbury needed major improvements including facilities and

grounds with no objections to La Cienega improvements.

Most vociferous objections were made against an enlarged community center and basketball facility and a parking structure.

Issues of safety were expressed for an underground parking structure and the most often voiced or implied objection: the possibility that the new facilities could attract "outsiders."

Some realities: Roxbury is NOT a passive park and never has been. It is the most used park in the city with major meeting rooms, programs for seniors, tennis courts, playing fields, lawn bowling, basketball courts, volleyball, croquet and much more.

Do people from outside the city use our parks? Of course, they do. We are not some isolated village far removed from a major urban area and we interrelate with our neighbors, our economy depends on it. We don't tell shoppers our stores are for residents only. We use countless resources in Los Angeles funded by that city's taxpayers- everything from museums to the Greek Theatre and to Los Angeles parks such as Rancho, our nearest public golf course.

Our first priority should be to serve our own seniors, youth, sports teams and others and that is most likely to happen when and if we improve park resources, not by creating artificial fears and barricades.

The concerns of the neighbors, even though they did not suddenly discover they lived near an active park, should, however, be addressed. The improvements and additions should be made in the least intrusive park areas.

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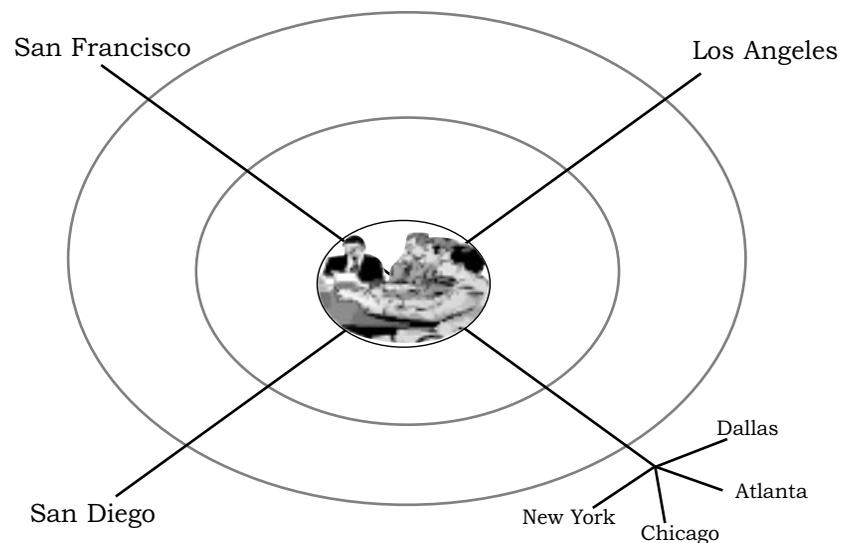
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As **AJ Willmer** correctly argued, a parking facility should have resident support because it will reduce street parking. It should not be used for any other purpose and numbers of spaces should reflect actual park user needs.

Although raising voices and emotions at public hearings is not a new phenomena in our village, there were some ugly moments Monday night. One speaker, who had before the hearing been reasonable and helpful during the long process, suddenly lashed out at former Mayor **Steve Webb** who had spoken in favor of some, but not all, of the master plan proposal. He said that Webb now "sits behind me" because he did not listen "to the people" and he warned the council that they too would lose the next election if they approved the department recommendations.

I have loads of differences with Webb on all kinds of issues, but all of us should recognize his over 20 years of public service and give him the respect he has earned and the appreciation we don't always express to people in public life. What was disappointing was that no councilmember responded to the personal attack.

As for the irate citizen: I hope we judge elected officials on their complete record of service and posture on community issues and not just any single issue.

The city council should consider and further respond to neighbors concerns and make every effort to allay fears, but this problem of services in residential areas is not easily overcome. I doubt if the homeowners near Hawthorne are thrilled with the twice daily arrival of cars delivering and picking up students. As for residents near the high school, try using approaching streets during opening and closing of the high school and you will understand what they face every school day.

Parks and schools serve our whole city and were not just carved out of serene environments to meet new needs. Another generation of residents/taxpayers had the vision to create both Roxbury and La Cienega to serve all the people of our community, especially young people and seniors.

Should we do less? I hope not. Sensitivity to neighbors issues, of course. But this is a beginning not an end product and each element of the Parks Master Plan will have to be funded and approved. What the council needs to do is give the department its consent to go forward.

Final thought: The youth of our city, parents involved in youth sports, participants in park programs and all those who appreciate our parks need to take the time to become involved. This is not the time for silence or

indifference. How? Just send me an email and I will make sure it gets to the city council or, better, write them directly.

\*\*\*

Three of the four candidates for school board held campaign kickoffs last Sunday. The two incumbents, **Myra Lurie** and **Alissa Roston**, listed major accomplishments while challenger Steven Fenton raised questions about out of district permits and administrator turnovers. A fourth candidate, **Brian Goldberg**, has yet to announce an event although he did do a mailer to permanent absentee voters.

Since the withdrawal of **John Millan**, the election has dramatically changed. First, about Millan. After four years of very laid back service, he has quite suddenly emerged as a very forceful voice in defense of the board and the administration.

Millan, who has special expertise on school construction, has been very helpful in some major school successes. Unlike their cousins at city hall who watched with frustration the enormous overruns when the civic center was built, the major new improvements in our schools, including work at Beverly Vista and the exciting new Science and Technology building came in on time and, are you ready, under budget. This achievement will be a big plus for both Lurie and Roston in their reelection campaigns.

When Fenton first announced, it appeared he would be facing three incumbents and, without him, there would probably not have been an election and without an election, no real opportunity to debate school issues.

With Millan out, Fenton could reinvent himself as almost an incumbent type. He has a long history of involvement in the schools and the community and is emerging as a very vigorous campaigner.

As for Roston and Lurie, and because of the third term issue, Roston is the lone incumbent with any possible reelection problem. For her to lose, Fenton would have to do sufficient damage to the incumbents to elect Goldberg too – probably Goldberg's only real hope for winning. This is exactly what happened when **Barry Brucker** ran his unprecedented successful 1997 write-in campaign that pulled **Gerald Lunn Jr.**, also a political unknown, in with him.

Fenton's issues – permits and turnovers, may have campaign legs. The permit issue is loaded with political overtones and will be hard to defuse. On one side is the argument that without permits, we would have to make very drastic cuts in school services and num-

bers of teachers and administrators and on the other the fact that we could diminish a sense of community based education. Fenton is sharp enough not to favor pulling the plug immediately, pledging not to remove any permit student now in the system. Frankly, to do so would create fiscal chaos.

When you run for office, you need issues. But there are some realities any challenger will have to face: This school board has become very functional and has avoided the horrendous internal squabbles that made the community lose confidence in past boards. We have had a turnover of top administrators, but that began before three of the current board members were elected, when **Gwen Gross** unexpectedly decided to leave the top job for Manhattan Beach. We lost an outstanding superintendent in **Jeff Hubbard**, but he received an offer he could not refuse: A much larger district and tons of benefits and a salary we could never match.

It's a complement to our system that our administrators are so in demand by other districts – none have left for lesser jobs. Our new superintendent may well prove to be one of the finest we have ever found. **Kari McVeigh** is excited about making our schools even better and her enthusiasm is very contagious.

Final thoughts: The teacher's union, BHEA, has endorsed Fenton and Goldberg, in sharp contrast with other districts where incumbents usually are supported. They have an absolute right to endorse even though their decisions may be somewhat naive. In recent years, their victory score has not been too high and widening the gulf with the board, the administration and parents may not be the

wisest strategy.

The incumbent with the least problems is **Myra Lurie**. It was during her term as board president that the transition of administrators was accomplished with the minimum of angst. She was also an important leader during construction and kept the board focused and very united. As the only lawyer in city or school government, her special talents will not be overlooked by the voters, and she begins with a strong base of support among PTA members.

\*\*\*

KASIKCI TO THE HILTON? No, not that Kasikci, but Ali's beautiful wife, **Donnane**, who will be the gala chair of a tribute to the late **Merv Griffin**, to be held at the Beverly Hilton on October 19, 2007 when the Young Musicians Foundation will hold its 53rd annual gala benefit. **Ryan Seacrest** will do the host duties and you may well hear more from him than you did during the EMMY's. For information call (310) 859-7668.

Seen on the streets: Next to Whole Foods Tuesday night, one of our finest was instructing a motorist he stopped to back up out of the drive way and park down the street. The driver did, almost crashing into the patrol car.

*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.*

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# sports & scores



## BHHS Football Team Still Winless

Norman girls' tennis team defeats Palisades to open season.

By Steven Herbert

Two lost fumbles that Santa Barbara scored 10 points off of and a 95-yard touchdown run help lead to Beverly High's 30-20 loss at Santa Barbara Saturday night in a nonleague football game, as the Normans continued their second-worst start in Carter Paysinger's 18 seasons as coach.

Beverly Hills (0-2-1) allowed 16 unanswered points after Norman senior running back Ramon Judkins ran for a 52-yard touchdown in the first quarter, tying the score, 7-7.

On the first play of Beverly Hills' next possession, quarterback Erik Munzer fumbled away the snap, leading to John Uribe's seven-yard touchdown pass to Bryson Lloyd, as the Dons took the lead for good.

Santa Barbara (2-0) scored the second quarter's only touchdown on Tad Slaff's 95-yard run, six minutes, 46 seconds

before halftime, two plays after Norman kicker Monty Zimmerman had a field goal attempt blocked.

Slaff (182 yards on 17 carries) also scored the game's first touchdown on a 31-yard run.

The Dons increased their lead to 23-7 on Ruben Hernandez's 37-yard third-quarter field goal on a drive that began with Lloyd recovering a Norman fumble.

Judkins (84 yards on 13 carries) cut the deficit to 23-13 with 5:15 left in the third quarter on a nine-yard touchdown run. Santa Barbara responded with Uribe (16-for-22 for 147 yards) throwing his second touchdown pass to Lloyd, this time for six yards, with 1:12 remaining in the third quarter.

Munzer, usually a receiver, started at quarterback for Beverly Hills in place of the injured Dex Lucci, completing 12 of

sports cont. on page 9

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city and schools cont. from page 3

fitness center, and a rock-climbing wall, among others.

"Our job is to meet the needs of 32,000 people and sometimes people are not happy and sometimes some people are. We want to create something that will last for many years and not just a short fix," said Blumenfeld.

According to the Recreation and Parks Commission, concerns about the lack of a budget to implement the Park Master Plan have been voiced. They anticipate for the Park Master Plan to cost from \$19 to \$57 million. The entire Recreation and Parks Facilities fund has approximately \$3,570,000 in unreserved cash fund balance.

"When I heard the cost [of the Park Master Plan] I took pause. If we are going to spend this kind of money we need to do it intelligently,"

said Councilmember Nancy Krasne. "I will be very fiscally responsible. I need more details to move forward. I need more."

The Commission says it is normal for a plan of this magnitude to be developed without a set budget. Currently the City Council has approved \$500,000 for the Park Master Plan effort. Furthermore, the Commissions said they expect to obtain grants, bonds, general fund dollars and outside contributions to absorb the cost of the project.

The Park Master Plan budget was of concern to the City Council and various members of the community.

"We do not need a massive project. We don't need to spend millions for things people are not even clear on," said Beverly Angeles Homeowners Association President Esther Brenner. "It would be imprudent to support something with no accurate price."

sports cont. from page 8

22 passes for 136 yards, including a 10-yard fourth-quarter touchdown pass to Dewayne Taylor for the game's final score. Munzer also had a pass intercepted in the fourth quarter.

Norman senior receiver Dominique Sandifer made eight catches for 111 yards, both game highs.

Beverly Hills' only worse start since Paysinger became coach in 1990 was in 2004 when they started 0-3 and finished the season 3-7, including a forfeit victory.

The slow start is unlikely to have any bearing on whether the Normans will qualify for the Southern Section Western

Division playoffs. The top three teams in the Ocean League, based on their records in league play, automatically receive playoff berths.

Beverly Hills is winless (0-3-2) in its last five games dating back to last season, its longest winless streak since a six-game streak (0-5-1) late in the 2003 season and early in the 2004 season.

Santa Barbara was 1-9 in 2006.

**What's Next?**

Following a bye week, the Normans are scheduled to play host to Manhattan Beach Mira Costa Sept. 28 in a nonleague game at Nickoll Field beginning at 7 p.m.

Delshad agreed that the Park Master Plan needs various revisions. "I am not ready to go there. I need to know a lot more. We are on the right direction," said Delshad. "I want to see a plan with a maintenance budget."

According to Vice Mayor Barry Brucker, "all five Councilmembers believe in fiscal responsibility when dealing with tax payer's money."

In regards to voting on the Park Master Plan Brucker said, "The park is a jewel. I don't think we were ever ready to give the green light. There are some lose ends that need to be massaged. Lets give it back to the Commission to massage," said Brucker.

City Manager Rod Wood suggested bringing forward a "demand study on parking." To assess how the new parking structure would impact resident streets and traffic.

City Councilmember Linda Briskman said

she prefers "to renovate, then to reconstruct. Maybe some things can stay and others can go. We need more conversation on what everyone agrees upon and then see what's more prudent."

All City Councilmembers agreed to send back the Park Master Plan to the Recreation and Parks Commission. They suggested for the Commission to continue dialog with the community and assess ways to improve parking surrounding the parks without the need of a new parking structure and ways to lower expenses.

"At the end of the day, whatever directions the council wants us to take we are ready, willing and able to do," said Blumenfeld. "We are excited to help put and be a part of the community and to do something so that 20-30 years from now we can be proud of."

**Girls' Tennis  
Bay Area Classic  
Beverly Hills 13, Palisades 5**

Becky Morgan was a 6-2, 6-0, 6-0 winner while Beri Myers also won all three of her sets and Amanda Ellis won both of her sets before being replaced by a substitute as the Normans opened their season with a victory Monday at Beverly Hills.

Beverly Hills No. 1 and No. 2 doubles teams of Megan Margolin and Molly Werner and twins Akasia J-Riggins and Sunia J-Riggins both won two of their three sets. The Normans' No. 3 doubles team of Julie Housman and Daisy Delmar was a 6-4 winner in the first round.

**What's Next?**

The Normans are scheduled to play host to Malibu at 2:35 today and play at Mira Costa Monday at 2:30 p.m. in Bay Area Classic matches and at Santa Barbara Wednesday in a nonleague match beginning at 2:30 p.m.

Steven Herbert also covers sports for the Los Angeles Times and The Associated Press. He welcomes feedback and suggestions. He can be reached by e-mail at [StvHerbert@aol.com](mailto:StvHerbert@aol.com), by telephone at (310) 275-7943 or by fax at (310) 273-4519.

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# coverstory

## PARKING RATES RECONSIDERED

### But will the city see the much-discussed return of 2-hour free parking?

By Elisa Osegueda

Parking rates for the City's off-street parking facilities were presented to the City Council at Monday's informal meeting. After a year and a half of implementing one-hour free parking rates the Council was presented with three free parking options for the residents of Beverly Hills.

Based on the Staff Report presented to the City Council during the 2003-2004 budget planning process, the City experienced a large loss in sales tax and transient occupancy tax revenues due to post September 11 economic conditions.

As a result, in order to balance the General Fund budget, the City Council transferred \$2 million of parking meter revenue out of the Parking Enterprise Fund and into the General Fund to avoid a budget deficit. The Council intended to replace the Parking Enterprise Fund revenue by eliminating free parking, but postponed the action due to business opposition.

Currently the city of Beverly Hills operates 15 municipal parking structures.

The Parking Enterprise Fund finances construction, operations, maintenance and improvements of the City's parking facilities. Due to the \$2 million revenue loss the Parking Enterprise Fund experienced a \$1.3 million operating deficit. In order to restore funds free parking was eliminated. One-hour free parking rates were implemented on January 19, 2006 in five City owned public parking facilities. Eliminating the two-hour free parking rate previous adopted.

During the first year of operations, the Parking Enterprise Fund obtained approximately \$2 million in revenue.

According to Councilmember Linda Briskman the two-hour free parking was approved to stimulate sales tax at a time when the City needed it. It was intended to be a boost for the business community.

"Over time it became a drag on the economic vitality of the parking operations and the merchants preferred to try a one-hour free scenario provided the City would reinvest the dollars to maintain and rehab the structures which were badly in need of repair," said Briskman.

With over a year and a half of adopting the one-hour free parking rate the Finance and Parking Operations staff conducted an analysis in which they recommended three free parking options and five revenue enhancement options to the City Council.

Councilmember Nancy Krasne played a key role in having the issue placed on the Council's agenda. "I have been asking for it

every month since I was elected. It was a promise I made to the voters and I am going to stick to it."

The three parking options consisted of a two-hour free parking program, a resident discount parking plan, and a subsidized validation program.

The two-hour free parking program would affect the 216 S. Beverly Dr., 345 N. Beverly Dr., 438 N.

Beverly Dr., and 9510 Brighton Way parking structures. Based on the financial analysis, implementation of the two-hour free parking would result in a \$1.7 million reduction in revenues. This revenue setback would trigger a

deficit of \$2.7 million in the currently fiscal year and a total deficit on \$19.6 million deficit over a five-year period.

The residential two-hour free program would allow residents the privilege of two-hours free parking in the facilities mentioned above. Based on residency verification users would be eligible for the discounted parking rate. This optional resident program is estimated to cause \$340,000 in revenue reduction with a deficit of \$1.2 million in the current fiscal year and a \$3.2 million deficit in the 2008-2009 fiscal year. This type of residential program has already been adopted in Hermosa Beach.

Beverly Hills Vice Mayor Barry Brucker believes that offering "two-hour free parking [to all who come to Beverly Hills] will have a tremendous financial hit on the city."

He agrees with staying with the current one-hour free parking, focusing on smart meters and for monthly parking rates to be at market rates.

Brucker suggested a 90-day trial offer allowing Beverly Hills residents to take advantage of two-hours of free parking. The trial period "can be implemented after the holiday season and will allow seeing if there are any negative concerns from non-residents and retailers."

Councilmember Frank Fenton disagrees and said that based on statistics and the retailers he has spoken with "the majority of their business comes from non-residents. So although I would like to create benefits for the residents, I think that this measure would make us look bad and I am more con-

cerned with keeping our excellent city services in tact, which I believe is a lot more important for the residents."

Brucker says there are multiple ways that residents could participate in the free two-hour parking trial period. One suggestion is having a resident-type of parking credit card issued by the City, following similar procedures done to obtain a parking permit. The card would be presented to parking tellers to be scanned allowing residents to receive the free-parking credit.

The technology to issue these cards is available but "we are not charting new territory," said Brucker. "I don't think the [free two-hour parking for residents] would hurt at all [the local economy] it may even help it. It will encourage some of our local residents to stay longer and shop more."

The issue is not about residents vs. non-residents said Brucker, "I really think it was a matter of a lot of residents who were upset that we had to rescind the two-hour parking

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***"The restoration of two-hour free parking is a signal to the consumer that we welcome them. We want people to come to our city, enjoy a nice meal in our great restaurants and have time to walk around and shop."***

***- Frank Fenton  
Beverly Hills Councilmember***

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and go down to one-hour free parking, but I don't think that would be a deterrent to tourist coming into Beverly Hills because Beverly Hills is a destination."

Beverly Hills City Manager Rod Wood said he supports the resident parking pro-

gram. "It is reasonable to provide a credit to our residents for the tax and other contributions they make toward the parking facilities and operations that non-residents do not," said Wood.

The third free parking option is the creation of a validation program. For this program local merchants would distribute validations to customers.

In order to generate revenue for the Parking Enterprise Fund five revenue enhancement options were presented to the Council. Recommendations include an adjustment to monthly parking rates, adjusting the off-street parking rates at the Bedford and Camden facilities, adjusting fines for parking citations, adjusting on-street parking meter rates, and implementing a City-wide parking tax, which would result in annual revenue increases.

Although adjusting parking citation fines by approximately 15 percent would bring as estimated \$790,000 annually, Brucker said he would not want to increase parking citations because "it would really upset a lot of people."

Beverly Hills Mayor Jimmy Delshad agreed not to raise parking citation fines but instead looking at adjusting on-street parking meter rates. Recommendations received on parking meter rates suggested increasing rates from \$1.00 per hour to \$1.50 per hour, which would generate approximately \$420,000 annually.

Delshad believes the Ad Hoc committee can focus on the parking meters that are

credit card enabled.

"People love the credit card meters, people appreciate convenience," said Delshad. "It will also keep outside residents here [shopping]."

There is no reason to "put the city in deficit" said Delshad.

Supporter of the two-hour free parking rates, Fenton said "the restoration of two-hour free parking is a signal to the consumer that we welcome them. We want people to come to our city, enjoy a nice meal in our great restaurants and have time to walk around and shop."

Regarding the Parking Enterprise fund, Fenton realizes it could create a deficit in the fund, "but not to the extent of the hit our sales tax revenue will continue to take if we don't get aggressive and welcome the consumer back to our city, our General Fund will take an even bigger hit, which would affect our ability to maintain our excellent public services, including our less than 3 minute response time from the Police and Fire Departments, and our ability to fund the Joint Powers Agreement for our schools."

Recommendations made to the Council by the staff included maintaining one-hour parking rates and adopting revenue enhancement options to eliminate the structural deficit in the Parking Enterprise fund. They also advised to continue with the ad hoc parking subcommittee in order to draft Guiding Principals for parking services. The ultimate goal is for these Principals to be used for the creation of a Parking Master Plan.

"We are a full service, first class city. We are a city where the world meets. We are a little city but everyone knows us world wide. It says everything about the 30,000 people that reside here. And when we start doing things in a second class matter we wont be a first class city anymore," said Krasne.

Krasne was adamant to bring the parking rate issue up for public discussion.

"The two-hour parking concept should come back to the public agenda at an evening meeting, with a public notice," said Krasne.

Council voted 3-2 to place the topic into the City Council's formal meeting agenda, with Briskman and Delshad voting against.

Briskman said there "was quite simply no material evidence to support changing the one-hour free parking rate in the lots that were tested. The sales tax numbers stayed healthy, the merchants and the Chamber voiced their support to retain the rates and the customer feedback showed no significant number of complaint calls."

Briskman believes there is "no reason to go back to the old rates. None of the data supports it."

Although the Council approved for the parking rate reconsiderations to be placed on the formal agenda no specific date has been set for discussion. Brucker and Fenton both said they hope it will be discussed within the next two council meetings.

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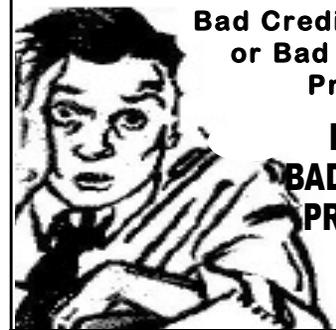
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business is conducted by: A CORPORATION. The registrant has not commenced business. Signed: Roger Naaman, CEO, RNT Holdings Inc. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 08/22/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2362

FICTITIOUS BUSINESS NAME STATEMENT: 20071938799  
The following person(s) is/are doing business as: FAIRY'S GIFT SHOP, 1841 Winona Blvd Ste#3 Los Angeles, CA 90027. Signed: ZHIRAYR TERAKALYAN, 620 N. 9th St. Apt #F Burbank, CA 91501. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 01/23/03 Signed: Zhiray Terakalyan. 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: 08/17/07. NOTICE - This 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2363

FICTITIOUS BUSINESS NAME STATEMENT: 20071938893  
The following person(s) is/are doing business as: BLACK CAR LIMO, 5330 Franklin Ave Ste #26 Los Angeles, CA 90027. Signed: MELKON ADZHAKPOYAN, 1630 N. Harvard St #1 Los Angeles, CA 90027. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 09/21/02 Signed: Sarkis S. Bakrgyan. 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: 08/17/07. NOTICE - This 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2364

FICTITIOUS BUSINESS NAME STATEMENT: 20071938894  
The following person(s) is/are doing business as: M AND M DESIGNS, 1630 N. Harvard St #1 Los Angeles, CA 90027. Signed: NEIL JEFFERY PALERMO, 12937 Kirtidge St North Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Neil Palermo. 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: 08/17/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2366

FICTITIOUS BUSINESS NAME STATEMENT: 20071938894  
The following person(s) is/are doing business as: GREEN FOR DAYS, 12937 Kirtidge St North Hollywood, CA 91606. Signed: NEIL JEFFERY PALERMO, 12937 Kirtidge St North Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Neil Palermo. 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: 08/17/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2366

FICTITIOUS BUSINESS NAME STATEMENT: 20071938917  
The following person(s) is/are doing business as: JASMIN HAIR SPA, HAIR SPA BY JAZ, 13244 Riverside Dr, Sherman Oaks, CA 91423. Signed: ASMIK ARSHAKYAN, 1038 Allen Ave Ste#11, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 08/15/07 Signed: Asmik Arshakyan. 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: 08/21/07. NOTICE - This 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2360

FICTITIOUS BUSINESS NAME STATEMENT: 20071938918  
The following person(s) is/are doing business as: AN AND H INTERIOR DESIGN, 12957 Vanowen St. Ste #4, North Hollywood, CA 91606. Signed: ASTIKH HRANTYAN, 12957 Vanowen St. Ste #4, North Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 06/10/03 Signed: Astikh Hranyan. 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: 08/21/07. NOTICE - This 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2359

FICTITIOUS BUSINESS NAME STATEMENT: 20071938919  
The following person(s) is/are doing business as: JASMIN HAIR SPA, HAIR SPA BY JAZ, 13244 Riverside Dr, Sherman Oaks, CA 91423. Signed: ASMIK ARSHAKYAN, 1038 Allen Ave Ste#11, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 08/15/07 Signed: Asmik Arshakyan. 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: 08/21/07. NOTICE - This 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2360

FICTITIOUS BUSINESS NAME STATEMENT: 20071938925  
The following person(s) is/are doing business as: MOS DEF PROGRAMMING, 6360 Van Nuys Blvd, #210 Van Nuys, CA 91401. Signed: AMIR MOS, 6360 Van Nuys Blvd, #210 Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 10/10/02 Signed: Amir Mos. 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: 08/22/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2367

FICTITIOUS BUSINESS NAME STATEMENT: 20071938935  
The following person(s) is/are doing business as: MOS DEF PROGRAMMING, 6360 Van Nuys Blvd, #210 Van Nuys, CA 91401. Signed: AMIR MOS, 6360 Van Nuys Blvd, #210 Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 10/10/02 Signed: Amir Mos. 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: 08/22/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2367

FICTITIOUS BUSINESS NAME STATEMENT: 20071938935  
The following person(s) is/are doing business as: WILLIAMS TECH DESIGNS, 6360 Van Nuys Blvd, #210 Van Nuys, CA 91401. Signed: BILL WILLIAMS, 6360 Van Nuys Blvd, #210 Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 08/17/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2376

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AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 11/02/02 Signed: Bl Williams. 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: 08/22/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2369

FICTITIOUS BUSINESS NAME STATEMENT: 20071938908  
The following person(s) is/are doing business as: SPOTLESS W.W. SPOTLESS JANITORIAL AND CARPET CLEANING, 6117 Reseda Blvd #207 Reseda, CA 91335. Signed: AIDA I. VALLADARES, 37308 29th Place Palmdale, CA 93550. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Aida Valladares. 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: 08/17/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2370

FICTITIOUS BUSINESS NAME STATEMENT: 20071938916  
The following person(s) is/are doing business as: SERVE WIRELESS WHOLESALE, 12554 Lorne St North Hollywood, CA 91606. Signed: ARTHUR HAKOBYAN, 12554 Lorne St North Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Arthur Hakobyan. 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: 08/21/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2371

FICTITIOUS BUSINESS NAME STATEMENT: 20071938917  
The following person(s) is/are doing business as: WEST VALLEY NURSING SCHOOL, 8652 Matilija Ave, Panorama City, CA 91402. Signed: ESTER QUELLAR, 5445 Lindley Ave #30 Tarzana, CA 91356. The business is conducted by: A GENERAL PARTNERSHIP. The registrant has not commenced business. Signed: Rigoberto Santos. 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: 08/21/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2372

FICTITIOUS BUSINESS NAME STATEMENT: 20071938918  
The following person(s) is/are doing business as: FOUNTAIN UNIFORMS AND MEDICAL SUPPLIES, 4710 Fountain Ave, #A Los Angeles, CA 90029. Signed: EDGARDO PANGAN, 4710 Fountain Ave, #A Los Angeles, CA 90029. The business is conducted by: CO-PARTNERS. The registrant has not commenced business. Signed: Edgardo Pangan. 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: 08/22/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2373

FICTITIOUS BUSINESS NAME STATEMENT: 20071938922  
The following person(s) is/are doing business as: UNIVERSAL U & BUILDERS, 16935 Blackhawk St #7 Granada Hills, CA 91344. Signed: KAMRAN BASHI, 16935 Blackhawk St #7 Granada Hills, CA 91344. The business is conducted by: HUSBAND AND WIFE. The registrant has not commenced business. Signed: Kamran Bashi, Shahid Bashi. 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: 08/21/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2374

FICTITIOUS BUSINESS NAME STATEMENT: 20071938935  
The following person(s) is/are doing business as: GRAND TIRE AND SERVICE CENTER, 20138 Roscoe Blvd #1 Winnetka, CA 91306. Signed: VARTAN GHARIBIAN, 333 Andover Dr #210 Burbank, CA 91504. The business is conducted by: A CORPORATION. The registrant has not commenced business. Signed: Vartan Gharibian, President, VITAT Inc. 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: 08/17/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2375

FICTITIOUS BUSINESS NAME STATEMENT: 20071938935  
The following person(s) is/are doing business as: RINALDI HOME HEALTH CARE, INC., 11675 Monogram Ave Granada Hills, CA 91344. Signed: GAYANE BADOYAN, 11675 Monogram Ave Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Gayane Badoyan, President. 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: 08/17/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2376

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FICTITIOUS BUSINESS NAME STATEMENT: 20071969111  
The following person(s) is/are doing business as: 3D MARKETING AND PUBLIC RELATIONS, 400 North Oakhurst Dr, Ste #907, Beverly Hills, CA 90210. Signed: DINA REZVANIPOUR, 400 North Oakhurst Dr, Ste #307, Beverly Hills, CA 90210. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 07/14/07 Signed: Dina Rezvaniour. 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: 08/22/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2358

FICTITIOUS BUSINESS NAME STATEMENT: 20071961988  
The following person(s) is/are doing business as: A AND H INTERIOR DESIGN, 12957 Vanowen St. Ste #4, North Hollywood, CA 91606. Signed: ASTIKH HRANTYAN, 12957 Vanowen St. Ste #4, North Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 06/10/03 Signed: Astikh Hranyan. 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: 08/21/07. NOTICE - This 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2359

FICTITIOUS BUSINESS NAME STATEMENT: 20071961989  
The following person(s) is/are doing business as: JASMIN HAIR SPA, HAIR SPA BY JAZ, 13244 Riverside Dr, Sherman Oaks, CA 91423. Signed: ASMIK ARSHAKYAN, 1038 Allen Ave Ste#11, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 08/15/07 Signed: Asmik Arshakyan. 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: 08/21/07. NOTICE - This 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2360

FICTITIOUS BUSINESS NAME STATEMENT: 20071971982  
The following person(s) is/are doing business as: LAW OFFICE OF AJA MICHELLE SOUTHERN, 3667 S. Van Ness Ave, Los Angeles, CA 90018. Signed: AJA MICHELLE SOUTHERN, 3667 S. Van Ness Ave, Los Angeles, CA 90018. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 08/10/07 Signed: Aja Michelle Southern. 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: 08/22/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2361

FICTITIOUS BUSINESS NAME STATEMENT: 20071971984  
The following person(s) is/are doing business as: PROMETIME CORPORATE CREDIT, 8484 Wilshire Blvd Ste# 620A Beverly Hills, CA 90211. Signed: RNT HOLDINGS INC, 8484 Wilshire Blvd Ste# 620A Beverly Hills, CA 90211. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 07/26/07 Signed: Janice M. Laffon. 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: 08/24/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2385

FICTITIOUS BUSINESS NAME STATEMENT: 20071988746  
The following person(s) is/are doing business as: DOC STAFF PLACEMENT AGENCIES OF LA, 16944 Ventura Blvd #7 Encino, CA 91436. Signed: FOUR PLUS ONE, LLC, 14701 Dickens St #3 Sherman Oaks, CA 91403. The business is conducted by: A LIMITED LIABILITY COMPANY. The registrant commenced to transact business under the fictitious business name or names listed on: 07/26/07 Signed: Janice M. Laffon. 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: 08/24/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2385

FICTITIOUS BUSINESS NAME STATEMENT: 20071988736  
The following person(s) is/are doing business as: PRIMISED LAND FINANTIAL, 5530 Cortin Ave, #275 Tarzana, CA 91356. Signed: EVER M. GUZMAN, 1091 Athens St, Simi Valley, CA 93065. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 07/26/07 Signed: Janice M. Laffon. 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: 08/24/07. NOTICE - This fictitious business 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2385

VIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on 07/23/2022. Signed: Ever M. Guzman. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2386

FICTITIOUS BUSINESS NAME STATEMENT: 20071987895  
The following person(s) is/are doing business as: PERINWILL MANAGEMENT. 4377 Elenita Ave. Tarzana, CA 91346. SHARAREH BIBINY, 477 Elenita Ave. Tarzana, CA 91356. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Sharareh Bibiny. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2387

FICTITIOUS BUSINESS NAME STATEMENT: 20071988605  
The following person(s) is/are doing business as: RESTURANT EL VAQUERO. 13066 Glenoaks Blvd Sylmar, CA 91342. ANGELICA RODRIGUEZ, 14331 Raven St. Sylmar, CA 91342. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Angelica Rodriguez. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2388

FICTITIOUS BUSINESS NAME STATEMENT: 20071988904  
The following person(s) is/are doing business as: ADVANCED TECHNOLOGY AIR SYSTEMS. 11024 Balboa Blvd. #625 Granada Hills, CA 91344. RICHARD RUIZ, 11204 Balboa Blvd. #625 Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Richard Ruiz. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2389

FICTITIOUS BUSINESS NAME STATEMENT: 20071989470  
The following person(s) is/are doing business as: HOMETOWN INN. 9401 Sepulveda Ave. North Hills, CA 91343. CHARLES WANG, 706 N. First Ave. Arcadia, CA 91006. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Charles Wang. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2390

FICTITIOUS BUSINESS NAME STATEMENT: 20071989325  
The following person(s) is/are doing business as: TRIBAL VISIONS. 817 N. Verdugo Road Glendale, CA 91206. VALADE, 817 N. Verdugo Road Glendale, CA 91206. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Valade. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2391

FICTITIOUS BUSINESS NAME STATEMENT: 20071989405  
The following person(s) is/are doing business as: PARADOX SOLUTIONS. 1050 Camarino St. Glendale, CA 91208. DAVID BOYJAN, 1050 Camarino St. Glendale, CA 91208. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: David Boyjan. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2392

FICTITIOUS BUSINESS NAME STATEMENT: 20071990452  
The following person(s) is/are doing business as: A TA APPRAISAL SERVICES. 16936 Burbank Blvd. #1322 Encino, CA 91436. AMADO AGUIRRE, 16936 Burbank Blvd. #1322 Encino, CA 91436. The business is conducted by: A GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business name or names listed on: 01/10/07. Signed: Amado Aguirre. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2393

FICTITIOUS BUSINESS NAME STATEMENT: 20071989719  
The following person(s) is/are doing business as: ROBLES AIRCRAFT MAINTENANCE. 8111 Reseda Blvd. #224 Reseda, CA 91335. ERIK E. ROBLES, 8111 Reseda Blvd. #224 Reseda, CA 91335. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Erik E. Robles. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2394

FICTITIOUS BUSINESS NAME STATEMENT: 20071990687  
The following person(s) is/are doing business as: ACTIVE - BLUE BLOODLINE. 9047 Langdon Ave. #27 North Hills, CA 91343. EDWARD CORTES, 9047 Langdon Ave. #27 North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Edward Cortes. 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: 07/30/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2395

FICTITIOUS BUSINESS NAME STATEMENT: 20071990231  
The following person(s) is/are doing business as: NATURE'S GYM. 7351 Vanier Ave. #4 Canoga Park, CA 91303. CHRISTIE LEE CRYER, 7351 Vanier Ave. #4 Canoga Park, CA 91303. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Christie Lee Cryer. 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: 07/30/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2396

FICTITIOUS BUSINESS NAME STATEMENT: 20071988666  
The following person(s) is/are doing business as: M. CORNADO TRUCKING EXPRESS, INC. 11221 Osborne St. Sylmar, CA 91342. M. CORNADO TRUCKING EXPRESS, 11221 Osborne St. Sylmar, CA 91342. The business is conducted by: A CORPORATION. The registrant has not commenced business. Signed: Brian I. Comdo, President, M. Comdo Trucking Express, Inc. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2397

FICTITIOUS BUSINESS NAME STATEMENT: 20071988667  
The following person(s) is/are doing business as: IDV DEVELOPMENT, INC. 9631 Honey Ave Downey, CA 90240. The registrant has not commenced business. Signed: Delino Isaac Vasquez, President, IDV Development, Inc. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2398

FICTITIOUS BUSINESS NAME STATEMENT: 20071999996  
The following person(s) is/are doing business as: SPELL BY, INC. SPELLEY COURT, 1321 N. Vista St. #204 Los Angeles, CA 90016. SPELL BY, INC. 1321 N. Vista St. #204 Los Angeles, CA 90016. The business is conducted by: A CORPORATION. The registrant has not commenced business. Signed: Michael J. Ferrantini, President, Spell By, Inc. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2399

FICTITIOUS BUSINESS NAME STATEMENT: 20071988669  
The following person(s) is/are doing business as: WORKSTATION INCORPORATED. 18717 Parthenia St. #2 Northridge, CA 91324. ALEX WOODWORK INCORPORATED, 18717 Parthenia St. #2 Northridge, CA 91324. The business is conducted by: A CORPORATION. The registrant has not commenced business. Signed: Alejandro Mjngos, President, Alex Woodwork Incorporated. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2400

FICTITIOUS BUSINESS NAME STATEMENT: 20071988668  
The following person(s) is/are doing business as: WIRELESS, INC. 120 N. Mayclay St. San Fernando, CA 91340. PAC WEST WIRELESS, INC. 120 N. Mayclay St. San Fernando, CA 91340. The business is conducted by: A CORPORATION. The registrant has not commenced business. Signed: Rachel Peraza, President, Pac West Wireless, Inc. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2401

FICTITIOUS BUSINESS NAME STATEMENT: 20071981129  
The following person(s) is/are doing business as: TERRY'S JUMPERS & PARTY RENTALS. 6741 Van Nuys Blvd. Van Nuys, CA 91405. RICARDO A. MEJIA, 10036 Mcomery Park Ave. Mission Hills, CA 91345. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Ricardo A. Mejia. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2402

FICTITIOUS BUSINESS NAME STATEMENT: 20071981128  
The following person(s) is/are doing business as: AUBREY'S 1 STOP FAMILY CARE. 11749 Remington St. Lakeview Terrace, CA 91342. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Teresita Pacheco. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2403

FICTITIOUS BUSINESS NAME STATEMENT: 20071980551  
The following person(s) is/are doing business as: PARK HAVEN, PARK HAVEN IN-HOME. 13401 Burton St. Van Nuys, CA 91402. ANDREW C. PARK, 13401 Burton St. Van Nuys, CA 91402. PAULLA G. PARK, 13401 Burton St. Van Nuys, CA 91402. The business is conducted by: JOINT VENTURE. The registrant has not commenced business. Signed: Andrew C. Park, Paula G. Park. 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: 08/24/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2404

FICTITIOUS BUSINESS NAME STATEMENT: 20071980725  
The following person(s) is/are doing business as: THE EUCTION COMPANY. 2975 Wilshire Blvd. #524 Los Angeles, CA 90010. JOYCE E. DURDEN, 4010 Belshire Way Palmdale, CA 93552. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Joyce E. Durden. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2405

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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2405

FICTITIOUS BUSINESS NAME STATEMENT: 20071980262  
The following person(s) is/are doing business as: CROSS FITNESS. 8659 Beckford Ave. Reseda, CA 91335. JESSE DEMETRIUS BAILEY, 8659 Beckford Ave. Reseda, CA 91335. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 03/01/07. Signed: Jesse Demetrius Bailey. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2406

FICTITIOUS BUSINESS NAME STATEMENT: 20071981324  
The following person(s) is/are doing business as: DIOR TOTOS. 3928 Santa Monica Blvd. West Hollywood, CA 90069. HRACH HATHONY KARAPETYAN, 13263 Winfield St. Panorama City, CA 91402. NARINE KARAPETYAN, 13263 Winfield St. Panorama City, CA 91402. The business is conducted by: A GENERAL PARTNERSHIP. The registrant has not commenced business. Signed: Hrach Arapetyan; Narine Galistyan. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2407

FICTITIOUS BUSINESS NAME STATEMENT: 20071980186  
The following person(s) is/are doing business as: TACO BUA & GRILL. 743 N. Lake Ave Pasadena, CA 91104. JACQUELINE W. BERRY, 1938 Canyon Blvd. Northridge, CA 91301. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Jamilar Rehman. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2408

FICTITIOUS BUSINESS NAME STATEMENT: 20071980333  
The following person(s) is/are doing business as: STEEP PRODUCTIONS. 4454 Colclather Cyn Ave. Studio City, CA 91604. FIRST STEP PRODUCTION, INC. 639 E. Galveston St. Broken Arrow, Oklahoma 74014. The business is conducted by: A CORPORATION. The registrant has not commenced business. Signed: Shawna Hoo, Vice President, First Step Productions, Inc. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2409

FICTITIOUS BUSINESS NAME STATEMENT: 20071989983  
The following person(s) is/are doing business as: GLOBAL HEALTH CRT. 11356 Ventura Blvd. Studio City, CA 91604. HAROLD THEODORE MATHWEWS, 20314 Leadwell St. Winnetka, CA 91306. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Harold Mathews. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2410

FICTITIOUS BUSINESS NAME STATEMENT: 20071989663  
The following person(s) is/are doing business as: DORFFMAN PRODUCTS. 12370 San Fernando Rd. Sylmar, CA 91342. MOE MALAKOUTI, 12370 San Fernando Rd. Sylmar, CA 91342. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Moe Malakouti. 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: 08/17/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2411

FICTITIOUS BUSINESS NAME STATEMENT: 20071983719  
The following person(s) is/are doing business as: LA PALOMA PRODUCE. 8780 Burnet Ave. #4 North Hills, CA 91343. MARGARITA MAGANA, 8780 Burnet Ave. #4 North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 08/17/07. Signed: Margarita Magana. 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: 08/17/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2412

FICTITIOUS BUSINESS NAME STATEMENT: 20071971963  
The following person(s) is/are doing business as: MIRACLE CANDY COMPANY. 3515 W. Burbank Blvd. #A Burbank, CA 91506. HASMIK KYURKCHYAN, 635 E. Magnolia Blvd #B Burbank, CA 91501. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Hasmik Kyurkchyan. 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: 08/13/07. Signed: Hasmik Kyurkchyan. 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: 08/13/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2413

FICTITIOUS BUSINESS NAME STATEMENT: 20071982962  
The following person(s) is/are doing business as: GONE WITH THE WIND. 15145 Marsha St. Van Nuys, CA 91411. BOAZ YAKININ, 15145 Marsha St. Van Nuys, CA 91411. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Brian I. Comdo, President, Boaz Yakinin. 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: 08/17/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2414

FICTITIOUS BUSINESS NAME STATEMENT: 20071981086  
The following person(s) is/are doing business as: GEPS INTERNATIONAL. 20935 Warner Center Lane Suite B 7706 Wnterwood St. Tujunga CA 91042. EDWARD KELNER, 30961 Agoura Rd. #201 Westlake Village, CA 91381. The business is conducted by: A GENERAL PARTNERSHIP. The registrant has not commenced business. Signed: George Hawatmeh. 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: 08/23/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2415

FICTITIOUS BUSINESS NAME STATEMENT: 20071983797  
The following person(s) is/are doing business as: JOINT VENTURE. 17131 Larkin Street Van Nuys, CA 91406. TORY WEISZ, 17101 Hatten Street Winnetka, CA 91306. ERIC CAPELLA, 17133 Larkin Street Van Nuys, CA 91406. The business is conducted by: JOINT VENTURE. The registrant has not commenced business. Signed: Tory Weisz; Eric Capella. 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: 08/17/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2416

FICTITIOUS BUSINESS NAME STATEMENT: 20071981086  
The following person(s) is/are doing business as: A OF A BIG DEAL PRODUCTIONS. 19701 Hatten St. Winnetka, CA 91306. TORY WEISZ, 17101 Hatten St. Winnetka, CA 91306. BIANCA CAMPBELL, 4729 Sungate Dr. Palmdale, CA 93551. The business is conducted by: JOINT VENTURE. The registrant has not commenced business. Signed: Tory Weisz; Bianca Campbell. 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: 08/17/07. 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: 8/30/07, 9/06/07, 9/13/07, 9/20/07 BHW-2417

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20071980514  
Original file # 04-0099628  
The following person(s) has (have) abandoned the use of the fictitious business name: ABSOLUTE MARKETING. 7552 Newcastle Ave. Reseda, CA 91335. The fictitious business name referred to above was filed on: 11/14/04, in the County of Los Angeles. The business is conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: WALTER URENDA, 7552 Newcastle Ave. Reseda, CA 91335. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/23/07. Published: 8/23/07, 9/06/07, 9/13/07 BHW- 2418

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20071982034  
Original file # 07-004893  
The following person(s) has (have) abandoned the use of the fictitious business name: LA BEST CLOTHING. 1137 North Vermont Ave. Los Angeles, CA 90029. The fictitious business name referred to above was filed on: 1/22/00, in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: CHRISTOPHER LENOIR ROBBINS. 10153 7 Riverside Dr. #595 Toluca Lake, CA 91602. The fictitious business name referred to above was filed on: 06/12/2001, in the County of Los Angeles. The business was conducted by: CO-PARTNERS. The full name and residence of the registrant(s) abandoning the name: CHRISTOPHER LENOIR ROBBINS, 10153 7 Riverside Dr. #595 Toluca Lake, CA 91602. KATE ROBBINS, 4947 Cleon Ave. North Hollywood, CA 91601. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/21/07. Published: 8/23/07, 9/06/07, 9/13/07 BHW- 2419

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20071980233  
Original file # 07-1205435  
The following person(s) has (have) abandoned the use of the fictitious business name: GLENDALE VIDEO AND PHOTO. 718 E. Hollywood Blvd. Glendale, CA 91206. The business is conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: EDVIN AVANESYAN, 422 E. Elmwood Ave. #A Burbank, CA 91501. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/21/07. Published: 8/23/07, 9/06/07, 9/13/07 BHW- 2420

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20071981986  
Original file # 07-1205435  
The following person(s) has (have) abandoned the use of the fictitious business name: LENOIR ROBBINS PROP-ERTIES. 10153 7 Riverside Dr. #595 Toluca Lake, CA 91602. The fictitious business name referred to above was filed on: 06/12/2001, in the County of Los Angeles. The business was conducted by: CO-PARTNERS. The full name and residence of the registrant(s) abandoning the name: CHRISTOPHER LENOIR ROBBINS, 10153 7 Riverside Dr. #595 Toluca Lake, CA 91602. KATE ROBBINS, 4947 Cleon Ave. North Hollywood, CA 91601. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/21/07. Published: 8/23/07, 9/06/07, 9/13/07 BHW- 2421

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20071986818  
Original file # 06-1965809  
The following person(s) has (have) abandoned the use of the fictitious business name: CA PAINTERS. 20600 Wyandotte St. Winnetka, CA 91306. The business was conducted by: AN INDIVIDUAL. The full name and residence of the





or names listed on: 09/07/07 Signed: Gary Piskoun. 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: 09/10/07. 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: 9/20/07 9/27/07, 10/04/07, 10/11/07 BHW-2571

**FICTITIOUS BUSINESS NAME STATEMENT: 2007209026**  
The following person(s) is/are doing business as: EXTERIA-PESTA & TERMIET. 24045 Calvert St. Woodland Hills, CA 91367. RICHARD MERILL, 24045 Calvert Hills, CA 91367. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Richard Merill. 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: 09/10/07. 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: 9/20/07 9/27/07, 10/04/07, 10/11/07 BHW-2572

**FICTITIOUS BUSINESS NAME STATEMENT: 20072117121**  
The following person(s) is/are doing business as: PLATINUM DISTRIBUTION COMPANY, 621 W. California Ave #1 Glendale, CA 91203. VAHE MKRCHYAN, 621 W. California Ave #1 Glendale, CA 91203. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Vahe Mkrtchyan. 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: 09/13/07. 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: 9/20/07 9/27/07, 10/04/07, 10/11/07 BHW-2573

**FICTITIOUS BUSINESS NAME STATEMENT: 20072126967**  
The following person(s) is/are doing business as: TAX COMPLIANCE CENTER, 23679 Calabasas Road #65 Calabasas, CA 91302. TAX COMPLIANCE CENTER, INC. 23679 Calabasas Road #65 Calabasas, CA 91302. The business is conducted by: A CORPORATION. The registrant has not commenced business. Signed: Jacy Nitolo, President, Tax Compliance Center, Inc. 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: 09/14/07. 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: 9/20/07 9/27/07, 10/04/07, 10/11/07 BHW-2574

**FICTITIOUS BUSINESS NAME STATEMENT: 20072108105**  
The following person(s) is/are doing business as: BIG TIME HAULING, 2325 N. Parish Pl. Burbank, CA 91504. ARSEN SARAKSIYAN, 2325 N. Parish Pl. Burbank, CA 91504. RAFFI MARKAR, 1106 La Boice Dr. Glendale, CA 91205. The business is conducted by: A GENERAL PARTNERSHIP. The registrant has not commenced business. Signed: Raffi Markar. 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: 09/12/07. 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: 9/20/07 9/27/07, 10/04/07, 10/11/07 BHW-2574

**FICTITIOUS BUSINESS NAME STATEMENT: 20072108132**  
The following person(s) is/are doing business as: TONY'S POOL SERVICE, 15525 Nordhoff St. #26 North Hills, CA 91343. RICK TON CENTENO CURAY, 15525 Nordhoff St. #26 North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 09/20/02. Signed: Rick Centeno. 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: 09/12/07. 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: 9/20/07 9/27/07, 10/04/07, 10/11/07 BHW-2575

**FICTITIOUS BUSINESS NAME STATEMENT: 20072085676**  
The following person(s) is/are doing business as: MERIDIAN MORTGAGE AND REALTY, 2817 S. Western Ave. Los Angeles, CA 90018. PROFIT PROS INC. 2817 S. Western Ave. Los Angeles, CA 90018. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed on: 2004 Signed: Tiffany Anderson, CEO, Profit Pros Inc. 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: 09/11/07. 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: 9/20/07 9/27/07, 10/04/07, 10/11/07 BHW-2576

**FICTITIOUS BUSINESS NAME STATEMENT: 20071939688**  
The following person(s) is/are doing business as: NATURAL INTERIORS, 22468 W. Paragon Dr. Santa Clarita, CA 91350. LEROY DRY, 22468 W. Paragon Dr. Santa Clarita, CA 91350. The business is conducted by: AN INDIVIDUAL. The registrant has not commenced business. Signed: Mandy Leroy. 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: 09/11/07. 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: 9/20/07 9/27/07, 10/04/07, 10/11/07 BHW-2577

**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072114026**  
Original file #: 20070229295  
The following person(s) has (have) abandoned the use of the fictitious business name: WEST FINANCIAL, 359 E. Magnolia Blvd. Unit D Burbank, CA 91502. The fictitious business name referred to above was filed on: 02/02/07, in the County of Los Angeles. The business was conducted by: A CORPORATION. The full name and residence of the registrant(s) abandoning the name: ARSEN PANAYAN, 359 E. Magnolia Blvd. Unit D Burbank, CA 91502. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 09/13/07. Published: 9/06/07, 9/13/07, 9/20/07 9/27/07 BHW- 2574

**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072124091**  
Original file #: 042804931  
The following person(s) has (have) abandoned the use of the fictitious business name: FELLINI, 7514 Bellingham Ave. North Hollywood, CA 91605. The fictitious business name referred to above was filed on: 10/29/04, in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: ARTUR NALBANDYAN, 7514 Bellingham Ave. North Hollywood, CA 91605. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 09/14/07. Published: 9/06/07, 9/13/07, 9/20/07 9/27/07 BHW- 2575

**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072096784**  
Original file #: 20070724411  
The following person(s) has (have) abandoned the use of the fictitious business name: HABEN'S PAINTING, 7960 De Garmo Ave. Sun Valley, CA 91352. The fictitious business name referred to above was filed on: 03/28/07, in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: HECTOR B. ARTEGA, PASTOR, 7960 De Garmo Ave. Sun Valley, CA 91352. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 09/11/07. Published: 9/06/07, 9/13/07, 9/20/07 9/27/07 BHW- 2576

**STATEMENT OF WITHDRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS NAME: 20072096071**  
Original file #: 20071989127  
The following person(s) has (have) withdrawn as a general partner(s) from the partnership operating under the fictitious business name of: LIME PROPERTY MANAGEMENT, 3025 E. Avenue St. #A8. The fictitious business name statement for the partnership was filed on: 8/13/07, in the county of Los Angeles. The full name and residence of the person(s) withdrawing from the partnership is/are: MARCO V. DR. QUARE HISE, CA 93536. 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: 09/10/07. Published: 9/13/07, 9/20/07 9/27/07, 10/04/07 BHW-2577

**NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE(S)**  
Date of Filing Application: SEPTEMBER 4, 2007  
To Whom it may concern:  
The Name(s) of the Applicant(s) is/are: CHANG YEO YUP.  
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at 225 E. WILSHIRE BLVD., #500, LOS ANGELES, CA 90012. Type of License(s) Applied for: ON-SALE BEER AND WINE - EATING PLACE.  
Department of Alcoholic Beverage Control INGLEWOOD.  
LA133824 BEVERLY HILLS WEEKLY 9/20/07

**FILE NO. 20072115683**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CHINA EXPRESS, 8161 CANOGA AVE. CANOGA PARK, CA 91710. The full name of registrant(s) is/are: KELLY LIU & WAN NA WU LIU, 5430 TEMPLE CITY BLVD, TEMPLE CITY, CA 91780. This Business is being conducted by a/an: CO-PARTNERS. The registrant commenced to transact business under the fictitious business name/names listed above on: 9/1/07. 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/ KELLY LIU & WAN NA WU LIU  
This statement was filed with the County Clerk of LOS ANGELES County on 9/13/07 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).  
LA133848 BEVERLY HILLS WEEKLY 9/20, 9/27, 10/4, & 10/11/07

**FILE NO. 20072116842**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1) BVB WOMEN'S FASHION 2) CHIC BOUTIQUE, 16101 VENTURA BLVD, #101, ENCINO, CA 91436. The full name of registrant(s) is/are: MANDANA RIAHI GLOBAL ENTERPRISES INC, A NEW YORK CORP. CANOGA PARK, CA 91704. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: SEPTEMBER 11, 2007. 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/ MANDANA RIAHI GLOBAL ENTERPRISES INC BY: MOHAMMAD NIAZ, PRESIDENT  
This statement was filed with the County Clerk of LOS ANGELES County on 9/13/07 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).  
LA133894 BEVERLY HILLS WEEKLY 9/20, 9/27, 10/4, & 10/11/07

**FILE NO. 20072054183**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LOOSE LEAF, 630 W. 6TH ST, #110B, LOS ANGELES, CA 90017. The full name of registrant(s) is/are: KYUNG AE JAE AND SUN HONG JAE, 1604 APPIAN WAY, MONTEBELLO, CA 90640. This Business is being conducted by a/an: HUSBAND AND WIFE. 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/ KYUNG AE JAE, SUN HONG JAE  
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 4, 2007 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).  
LA133514 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

**NOTICE TO CREDITORS OF BULK SALE (UCC Sec. 6105)**  
**Escrow No. 007602-SK**  
NOTICE IS HEREBY GIVEN that a bulk sale is about to be made. The name(s) and business address(es) of the seller(s) is/are: HELEN HAEWOO PARK, 430 N. ROXBURY DR, BEVERLY HILLS, CA 90210  
Doing business as: CAFÉ MEDITERRANEE  
All fictitious business name(s) and address(es) used by the seller(s) within the past three years, as stated by the seller(s), is/are: NONE  
The location in California of the Chief Executive Office of the seller is: SAME  
The name(s) and business address of the buyer(s) is/are: KWANG CHON KIM AND KI HYUN KIM, 5252 LOCKHAVEN AVE, LOS ANGELES, CA 90041  
The assets being sold are generally described as: FURNITURE, FIXTURES, EQUIPMENT, GOODWILL, TRADENAME, LEASEHOLD IMPROVEMENT AND INTEREST AND COVENANT NOT TO COMPETE and is located at: 430 N. ROXBURY DR, BEVERLY HILLS, CA 90210  
The bulk sale is intended to be consummated at the office of: UNITED ESCROW CO, 3600 WILSHIRE BLVD, #226, LOS ANGELES, CA 90010 and the anticipated sale date is OCTOBER 9, 2007  
The bulk sale is subject to California Uniform Commercial Code Section 6106.2.  
The name and address of the person with whom claims may be filed is: UNITED ESCROW CO, 3600 WILSHIRE BLVD, #226, LOS ANGELES, CA 90010 and the last day for filing claims by any creditor shall be OCTOBER 5, 2007, which is the business day before the

anticipated sale date specified above.  
Dated: AUGUST 29, 2007  
KWANG CHON KIM AND KI HYUN KIM, Buyer(s)  
PCTS LA133831 BEVERLY HILLS WEEKLY 9/20/07

**FILE NO. 20072106783**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SWADESH, 4153 W 3RD ST, LOS ANGELES, CA 90020. The full name of registrant(s) is/are: RESHAD AL-HELAL, 1381 S. WALNUT ST, UNIT 2804, ANAHEIM, CA 92802. This Business is being conducted by a/an: 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/ RESHAD AL-HELAL  
This statement was filed with the County Clerk of LOS ANGELES County on 9/12/07 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).  
LA133846 BEVERLY HILLS WEEKLY 9/20, 9/27, 10/4, & 10/11/07

**FILE NO. 20072106780**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FLORAL MARKET, 4323 E FLORALDR, LOS ANGELES, CA 90022. The full name of registrant(s) is/are: GLOBAL MERCHANDISE INC, 5902 FULLERTON AVE #2, BUENA PARK, CA 90621. 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/ GLOBAL MERCHANDISE INC BY: BYUNG WOK KIM, CEO, CFO, SECRETARY  
This statement was filed with the County Clerk of LOS ANGELES County on 9/12/07 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).  
LA133806 BEVERLY HILLS WEEKLY 9/20, 27, 10/4, 11, 2007

**FILE NO. 20072097682**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: HANSON JR. MARKET, 2304 W 107TH ST, LOS ANGELES, CA 90010. The full name of registrant(s) is/are: DONG HUN LEE & SUNG LEE, 324 S ST ANDREAS PL #301, LOS ANGELES, CA 90020. This Business is being conducted by a/an: HUSBAND & WIFE. 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/ DONG HUN LEE & SUNG LEE  
This statement was filed with the County Clerk of LOS ANGELES County on 9/11/07 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).  
LA133773 BEVERLY HILLS WEEKLY 9/20, 27, 10/4, 11, 2007

**FILE NO. 20072091822**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ALEXANDER'S CAFÉ, 8670 WILSHIRE BLVD, BEVERLY HILLS, CA 90211. The full name of registrant(s) is/are: SUCK HIE RHO, 2952 STEVES ST, LA CRESCENTA, CA 91214. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 9/10/07. 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/ SUCK HIE RHO  
This statement was filed with the County Clerk of LOS ANGELES County on 9/10/07 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).  
LA133770 BEVERLY HILLS WEEKLY 9/20, 27, 10/4, 11, 2007

**FILE NO. 20072092022**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ALEXANDER'S CAFÉ, 8670 WILSHIRE BLVD, BEVERLY HILLS, CA 90211. The full name of registrant(s) is/are: SUCK HIE RHO, 2952 STEVES ST, LA CRESCENTA, CA 91214. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 9/10/07. 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/ SUCK HIE RHO  
This statement was filed with the County Clerk of LOS ANGELES County on 9/10/07 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).  
LA133730 BEVERLY HILLS WEEKLY 9/20, 27, 10/4, 11, 2007

**FILE NO. 20072092022**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ALEXANDER'S CAFÉ, 8670 WILSHIRE BLVD, BEVERLY HILLS, CA 90211. The full name of registrant(s) is/are: SUCK HIE RHO, 2952 STEVES ST, LA CRESCENTA, CA 91214. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 9/10/07. 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/ SUCK HIE RHO  
This statement was filed with the County Clerk of LOS ANGELES County on 9/10/07 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).  
LA133730 BEVERLY HILLS WEEKLY 9/20, 27, 10/4, 11, 2007

**FILE NO. 20072092022**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ALEXANDER'S CAFÉ, 8670 WILSHIRE BLVD, BEVERLY HILLS, CA 90211. The full name of registrant(s) is/are: SUCK HIE RHO, 2952 STEVES ST, LA CRESCENTA, CA 91214. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 9/10/07. 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/ SUCK HIE RHO  
This statement was filed with the County Clerk of LOS ANGELES County on 9/10/07 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).  
LA133730 BEVERLY HILLS WEEKLY 9/20, 27, 10/4, 11, 2007

**FILE NO. 20072092022**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ALEXANDER'S CAFÉ, 8670 WILSHIRE BLVD, BEVERLY HILLS, CA 90211. The full name of registrant(s) is/are: SUCK HIE RHO, 2952 STEVES ST, LA CRESCENTA, CA 91214. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 9/10/07. 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/ SUCK HIE RHO  
This statement was filed with the County Clerk of LOS ANGELES County on 9/10/07 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).  
LA133730 BEVERLY HILLS WEEKLY 9/20, 27, 10/4, 11, 2007

**FILE NO. 20072092022**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ALEXANDER'S CAFÉ, 8670 WILSHIRE BLVD, BEVERLY HILLS, CA 90211. The full name of registrant(s) is/are: SUCK HIE RHO, 2952 STEVES ST, LA CRESCENTA, CA 91214. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 9/10/07. 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/ SUCK HIE RHO  
This statement was filed with the County Clerk of LOS ANGELES County on 9/10/07 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).  
LA133730 BEVERLY HILLS WEEKLY 9/20, 27, 10/4, 11, 2007

**FILE NO. 20072064106**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: DONUT FACTORY, 2225 E. SAN FERNANDO RD, LOS ANGELES, CA 90065. The full name of registrant(s) is/are: LINA LIM HONG, 2060 WEST AVE, K-4, LANCASTER, CA 93536. 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/ LINA LIM HONG  
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 5, 2007 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).  
LA133579 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

**FILE NO. 20072072756**  
**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME**  
Fictitious Business Name(s): HESPERIA HOME, 7862 HESPERIA AVE, RESEDA, CA 91335  
The fictitious business name referred to above was filed on JUNE 16, 2006 in the county of LOS ANGELES. Original file number, 06-1325236.  
The full name of registrant: SACRED HEART HOMES, INC, 7862 HESPERIA AVE, RESEDA, CA 91335  
This business is conducted by: CORPORATION  
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/ SACRED HEART HOMES, INC BY: MARIBEL A. MARABEL  
LA133654 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

**FILE NO. 20072054183**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LOOSE LEAF, 630 W. 6TH ST, #110B, LOS ANGELES, CA 90017. The full name of registrant(s) is/are: KYUNG AE JAE AND SUN HONG JAE, 1604 APPIAN WAY, MONTEBELLO, CA 90640. This Business is being conducted by a/an: HUSBAND AND WIFE. 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/ KYUNG AE JAE, SUN HONG JAE  
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 4, 2007 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).  
LA133514 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

**FILE NO. 20072072745**  
**FICTITIOUS BUSINESS NAME STATEMENT**

**FILE NO. 20072055419**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: POLISHED, 1723 N. VICTORY PL, BURBANK, CA 91502. The full name of registrant(s) is/are: GINA G. KIM, 11071 TAMBERLY LN, TUNJUNGA, CA 91042. 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/ GINA G. KIM  
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 4, 2007 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).  
LA133663 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

**FILE NO. 20072064955**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1) EVENTS BY SHIDEH EDUARDO LEON, 3260 E. 26TH ST, WILSHIRE BLVD, #301, LOS ANGELES, CA 90024. The full name of registrant(s) is/are: SHIDEH SHAHRAHES, 10655 WILSHIRE BLVD, #301, LOS ANGELES, CA 90024. 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/ SHIDEH SHAHRAHES  
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 5, 2007 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).  
LA133598 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

**FILE NO. 20072013479**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: AQUA DIVINA, 2901 WHITTIER BLVD, #A, LOS ANGELES, CA 90023. The full name of registrant(s) is/are: EDUARDO LEON, 3260 E. 26TH ST, WILSHIRE BLVD, #301, LOS ANGELES, CA 90023. 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/ EDUARDO LEON  
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST

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At age 70½, people who have IRAs, Pensions and 401k plans are required to take minimum annual distributions that are subject to ordinary income tax. If you don't spend or give that money away, it could be subject to estate taxes as well. After income and estate taxes, those in the highest brackets could be leaving their families less than 1/3 of what they anticipated.

*Why bother to make "wise" investments when it is likely that more than half of your accumulated wealth will go to the government instead of your family?*

#### **Simple Solutions!**

If you have a large amount of money in your IRA, you can gift your annual distribution to your family, using that money to buy a life insurance policy that would create tax-free money for your heirs. In many cases, using the money to buy life insurance could give your heirs more than they would receive after-tax, by continuing to accumulate the funds in their retirement plans.

Assuming that your retirement plan earns a return of 5% annually, you could withdraw that amount without diminishing the principal. One client with a \$1 million IRA used his annual distribution to buy \$3 million of life insurance to benefit his family. If he doesn't spend the principal, his plan is to leave the balance of his IRA to his own charitable foundation.

Under current law, without life insurance, his \$1 million IRA would have to grow to more than \$10 million, so that after income and estate taxes, his family could get the same \$3 million that life insurance would pay tax-free. What's more, he can now leave more money to charity than he ever expected to.

Why wait for your \$1 million retirement plan to grow to \$10 million? As president of the Alan Kaye Insurance Agency and vice president of Barry Kaye Associates, Alan Kaye has helped thousands of people meet their goals by creating insurance plans that best satisfy their needs.

**If you are over 70 years old and not maximizing the use of your assets, find out how life insurance can provide you with the opportunity to leave more tax-free money for both your heirs and charities. Call for a free consultation and be sure to ask when Alan Kaye's next free seminar will be held in your area.**

**800.662.LIFE (5433)**

[www.alankayeins.com](http://www.alankayeins.com)

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