

# Beverly Hills Weekly

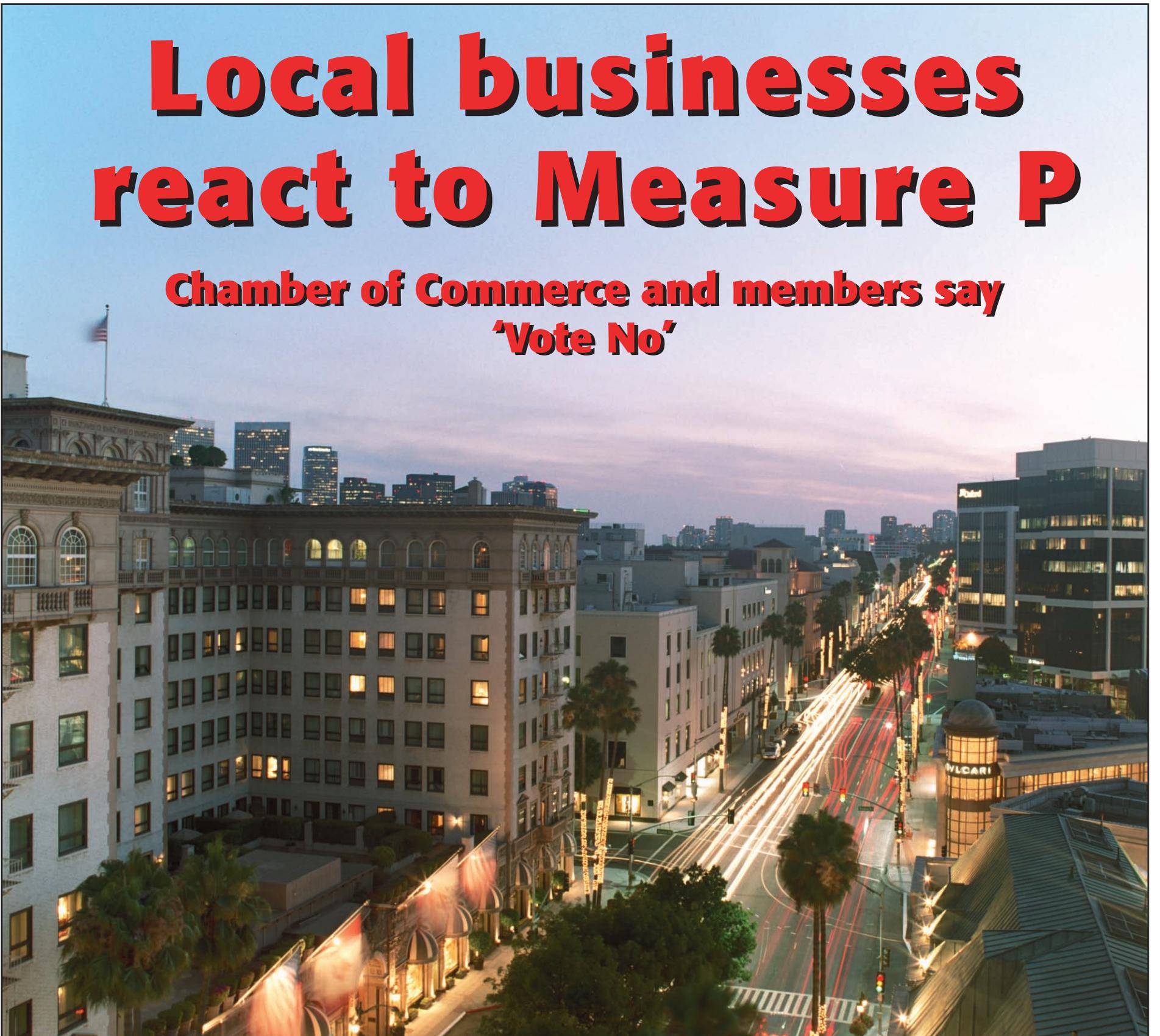
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Issue 487 • January 29 - February 4, 2009

## Local businesses react to Measure P

Chamber of Commerce and members say  
'Vote No'



cover story • page 9



# letters & email

## “Race to City Hall publicly kicks off” [Issue 486]

In the recent election, 48 percent of the local voters rejected the proposed Hilton Hotel proposition (which violates the existing Beverly Hills height and density laws).

How can one of the present City Council members, who voted to approve the proposal, expected to be re-elected on March 3? Are the majority of Beverly Hills voters that dumb or is there some secret the majority of voters don't know?

*Herbert L. Wallerstein  
Beverly Hills*

### CORRECTIONS:

"Axelrod's painting wins national inauguration contest" Issue 486: Aaron Axelrod graduated from Hawthorne School, not Hawthorne High.

"Race to City Hall publicly kicks off" Issue 486: Council candidate Brent Lilley voted "yes" on Measure H, not "no."

"City Council faces two hot issues at tonight's meeting" Issue 486: Bus shelter advertising was discussed at the City Council study session, not at the formal meeting.

## Man Tries Out For Pro Team After Using Thera-Gesic®

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### PENNIES FOR PATIENTS NORTH WHITTIER DRIVE

Fourth-grader Lauren Mossamen (foreground) brought in a collection of 2,400 pennies to donate to El Rodeo's school-wide service learning project Pennies for Patients, which raises funds for the Leukemia & Lymphoma Society.

In teacher Laura Revness' class, Mossamen with classmates, Esme Bernstein (middle) and Tiffany Raban counted all the pennies.

Last year, El Rodeo collected over \$1,500 for the Leukemia & Lymphoma Society. This year's goal is to raise at least as much as last year.

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# briefs

## Council candidates submit campaign contributions to date

City Council candidate Mayor Barry Brucker has the highest cash-on-hand of the 11 candidates with a balance of \$21,056, according to the first pre-election campaign financial statements submitted by the contenders last week.

The financial statements, California Form 460, cover the period between Jan. 1 and 17, but include depictions of all funds raised to date.

Brucker's current cash balance is the result of months of fundraising, beginning as early as August last year.

Coming in second is Councilmember Linda Briskman with \$16,943.08 followed by Dr. Willie Brien with \$15,176.28. None of the three top-funded candidates reported taking out any loans.

Candidate Richard Stone raised the largest sum of money with \$4,891 for the period reported between Jan. 1 to 17.

Stone has \$11,146 cash-on-hand, with a \$14,600 loan, not received during the period for the statement. The loaner was not disclosed on the statement.

John Mirisch has \$8,001, and a debt of \$8,500 from a loan, not received during the period for the statement. The loaner was not disclosed.

Virginia Maas has \$3,168.20, with no loans reported.

Fran Cohen has \$993.78, with a reported \$6,500 loan from herself. She used \$5,526 for campaign literature.

Nili Nathan has \$416.95, the result of expenditures after a \$1,000 loan from herself. Nathan reported no monetary contributions.

Michael Hakim has \$214.45 with a debt totaling \$37,400 from loans he's borrowed from himself since 2005.

Abraham Ross has \$99, with a \$79 loan from himself.

Brent Lilley did not file a campaign statement with the City Clerk by deadline on Jan. 22.



Eli Broad

## Broad announces finalists for museum architects

Philanthropist art collector Eli Broad has announced finalists to compete to design the proposed Beverly Hills museum on

Wilshire and Santa Monica to house his more than 2,000-piece art collection, according to the Architects Newspaper.

The shortlist includes Los Angeles-based Thom Mayne, who designed the Kate Mantilini restaurant on Wilshire; Jean Nouvel, the French architect who designed the Torre Agbar in Barcelona; Japanese architect Shigeru Ban, famous for his innovative use of paper products; New York City-based Rafael Vinoly, who

designed the California NanoSystems Institute at UCLA; and French architect and urban planner Christian de Portzamparc, who redesigned the Le Monde press group's building in Paris.

According to Architects Newspaper, the architects will present their plans in mid-February to a panel of advisors including architect guru Frank Gehry, who has collaborated with Broad several times; critic Joseph Giovannini; the Broad Foundation's director and chief curator Joanne Heyler; and museum planning consultant Marcy Goodwin.

Some are critical of Broad's selection of architects, citing a lack of innovation or "fresh blood" in the mix for architects. All are established architects with several awards, including the prestigious Pritzker Prize, under their belts.

The news that Broad was planning to move his headquarters from Santa Monica to Beverly Hills, first reported by Weekly columnist Rudy Cole, has caused chatter throughout the art and architecture world. Broad has one of the most expensive and expansive art collections owned by a single person.

According to Architects Newspaper, Broad cut the ribbon on a \$56 million Renzo Piano-designed Broad Contemporary Art Museum at the Los Angeles County Museum of Art on Wilshire Boulevard last year.

## Board, Rec and Parks said they are pleased with preschool committee report



City of Beverly Hills Preschool students play at their Hawthorne School campus

The well-received recommendations of a five-member Blue Ribbon committee at Tuesday's Board of Education meeting suggested the BHUSD and City of Beverly Hills join forces to provide increased academics and more locations for the current Recreation and Parks Commission's preschool program.

Appointed by the BHUSD Board of Education, the committee—former Board of Education member John Millan, former Mayor Steven Webb, attorney Jacob Manaster, PTA co-president Franny Rennie and parent Jillian Neal—conducted a nine-month investigation into ways to bring a preschool program to the district, concluding that the school district should partner with the City of Beverly Hills to provide preschool services to residents rather than developing a district-specific preschool program.

The Board of Education and members

of the Recreation and Parks Commission said they were pleased with the nine detailed recommendations presented to them in a nine-page report, which will be available on the district's Web site.

Recreation and Parks, which currently manages the city's preschool, Commissioner Kathi Rothner spoke in support of collaborating with the district to improve the early education curriculum and to find other ways for the two entities to cooperate.

The committee recommends that the potential new preschool utilize the state of California standards for preschool curriculum "California Preschool Learning Foundations." Rothner said that the Commission is already looking for ways to implement the state standards in the preschool.

The Recreation and Parks Commission's willingness to cooperate with the report's recommendations is a lucky break for the Board. The report does not offer any alternatives should the city decline to enter into an agreement with the BHUSD.

The Board said they will soon pick a liaison to meet with city representatives in developing the new partnership.

### Recommendations:

- BHUSD should not attempt to start its own stand-alone preschool
- Approach the City of Beverly Hills to propose and negotiate a joint preschool program and build on its solid reputation
- An Educational Programs Director is needed
- Incorporate "CA Preschool

Recommended Guidelines for Curriculum"

- Use Measure E funds to convert classroom space at each K-8 for preschool use
- Raise overall tuition while providing City subsidies for Beverly Hills residents for demonstrated need

- New profile/rebranding of Preschool Program

- Growth and expansion of enrollment through reconfiguration of locations

- Special needs/special education programs must be folded into the new preschool program to take advantage of economies of scale

The Weekly covered the preschool issue in last week's Issue 486.

## Englander's team places in top 30 at charity golf tourney

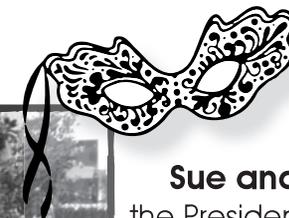


Donna Black and Harvey Englander

Local political consultant Harvey Englander

briefs cont. on page 4

## The 2<sup>nd</sup> Annual Beverly Hills Purim Ball



We are thrilled to be honoring **Sue and Barry Brucker**, the President of Temple Emanuel and the Mayor of Beverly Hills, at our **2nd Annual Beverly Hills Purim Ball**, a Festive Masquerade. Mark your calendars and join us for what promises to be a fun and joyous celebration!

### Wednesday, February 11, 2009

Beverly Wilshire Hotel

Michelle Kaye and Claudia Resnikoff  
Dinner Chairs

Lili & Jon Bosse, Judie & Vice Mayor Frank Fenton, Toni & Bruce Corwin  
Donanne & Ali Kasikci, Kathleen & Jay Newman  
Honorary Dinner Chairs

For tickets and tribute book information,  
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briefs cont. from page 3

Englander's team at the 50th annual Bob Hope Chrysler Classic charity golf tournament swung 45-under par at the end of the four-day competition, placing them in the top 30. The winning team held a score of 71-under par.

"There is no other sport where an amateur can play with a professional and do something as good as or better than the professional," said Englander, who was proud to report he swung 15-under par for his team at the Coachella Valley event.

Englander played with four separate professionals on each day of the tournament and dined with Arnold Palmer for lunch the first day of the competition.

"It was some of the best fun I've had with my clothes on!" said Englander, whose wife Donna walked him on the courses all four days.

Several of his friends also joined Englander for portions of the tournament.

"They cheered my great shots and cheered me up when I needed it," said Englander, who shot a personal "great" of 89 on the first day of the event.

Englander said that he thinks he should feel like he's done playing golf for a while, after almost a week of non-stop activity. But on the last day of the tournament, he was already thinking about his regular game next Saturday.

"What an addiction," said Englander.

#### E-Waste Roundup

Local residents can now recycle their electronic waste the first Sunday of every

month at the Beverly Hills Farmer's Market.

The City of Beverly Hills Public Works Department along with the Beverly Hills Farmer's Market has joined together in an effort to provide area residents one-stop recycling shop for all electronic items that cannot be discarded as normal trash or bulky pickup items. Recycling items that will be accepted are computer monitors, printers, scanners, laptops, modems, televisions, VCRs, DVD players, radios and stereos, cassette players, CD players, telephone systems, fax machines, cell phones, PDAs, cables, pagers, microwaves, video games, electronic toys and more. No hazardous or bulky waste allowed.

The Electronic Waste (E-Waste) Round-Up will be held every first Sunday of the month from 9 a.m. to 1 p.m. at the Beverly Hills Farmer's Market - 9300 block of Civic Center Drive - drop off located at Civic Center and Third Street. For more information, contact Public Works Customer Service at (310) 285-2467 or at [www.beverlyhills.org](http://www.beverlyhills.org).

#### Theatre 40 gets Double Indemnity

James M. Cain's classic story "Double Indemnity" about an insurance man who gets duped into a murder-for-insurance-money scheme has been through many transformations, from an eight-piece magazine series to an Academy Award-nominated black and white 1944 film. Next month, Cain's "Double Indemnity" will take new shape as a theatrical pro-

duction by Beverly Hills' professional theater group Theatre 40.

Debuting at the Reuben Cordova Theatre at Beverly High, this story was adapted for the stage by Theatre 40 actress and writer Katharine Bates. Double Indemnity, which refers to a life insurance clause that provides beneficiaries double the insurance amount in case of accidental death, is based on a true story that occurred in Queens, New York City in the 1920s.

Ed Martin, Nancy Young, Benton Luke, Nicole McCloud, Lary Ohlson, Michael Shannon will star in "Double Indemnity," playing in repertory with "Violet Sharp."

Shows will be held Monday through Saturday at 8:00 p.m. and Saturday and Sunday matinees at 2:00 p.m. Ticket prices are \$20.00 for Monday through Friday performances; \$22 for Saturday and Sunday. The show closes March 15. Students and members of the 4A's are half-price on stand-by basis at the door. For reservations, call 310-364-0535 or go to [theatre40.org](http://theatre40.org).

If you can't get enough of Theatre 40's murder mystery performances, the group's acclaimed play "The Manor," which loosely chronicles the story of the Doheny family and is also written by Bates, will continue its seventh year showing at Greystone Manor with 31 new performances. Performances will be held April 1,2,8,9,10,15,16,22,23, 29,30; May 1,6,7,8,13,14,20,21,22,27,28 29; and June 3,4,10,11,12,17,18,19. All shows start at 6 p.m.

#### Bruckers to be honored at 2nd annual Purim Ball



Barry and Sue Brucker

Beverly Hills cornerstone Temple Emanuel will honor temple president Sue and Mayor Barry Brucker at the second annual Purim Ball on Feb 11.

"We're both incredibly humbled and honored," said Sue Brucker in a phone interview this week.

The Bruckers have been members of the temple for almost 14 years.

"They basically asked Barry and I and at first, we were very [hesitant]," said Sue. Then the temple chairs explained "Barry is mayor and you are the president

and there won't likely be another time that happens."

"I don't think there is another couple in our Beverly Hills community that is as involved in every aspect of bettering Beverly Hills as a community politically, within the schools, and within the temple. They are extremely charitable people who donate time as well as money and really their hearts to the community in every way," said Purim Ball co-chair Michelle Kaye, who said that honorees must be people who are involved with the temple and with the local community. Last year, Jay Newman of the Athens Group was the honoree.

Sue says the couple is hopeful that friends and family will come out for the Ball next month.

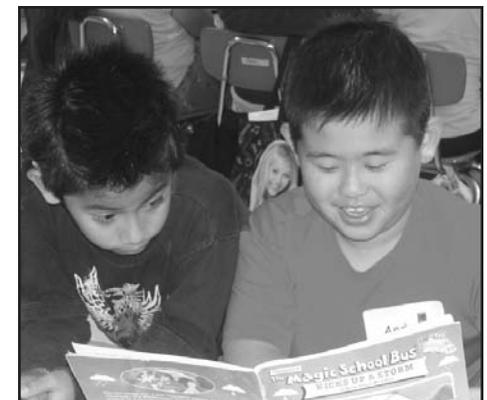
"Most importantly, it's about raising money for the synagogue so it can continue to be effective in our community," said Sue, who said she is proud of the social justice programs the temple provides. Specifically, Sue referenced the "Greening of the Synagogue" program which aims to reduce the congregation's carbon footprint by 20 percent, and the temple's involvement with "First L.A." which brings together different religious denominations throughout the county to tackle social justice issues like elder care and affordable housing.

This year the Purim Ball theme is a masquerade, like a medieval feast, according to Kaye.

"We're hoping to be well supported and just hoping for community involvement. We're the only reformed synagogue in the Beverly Hills, so we participate within the community. In fact, one of our rabbis [Rabbi Laura Geller] is on the human relations commission," said Kaye. "We want to make this an event that [includes the] temple community as well the community at large. There will be a lot of dancing, food and fun."

The Purim Ball will be held on Feb. 11 at the Beverly Wilshire Hotel at 6 p.m. For more information, call (310) 288-3737.

#### Tanenbaum takes on the Scrabble Challenge



El Rodeo fourth graders delivered BookEnd books to the Frank Del Olmo School in South Los Angeles recently

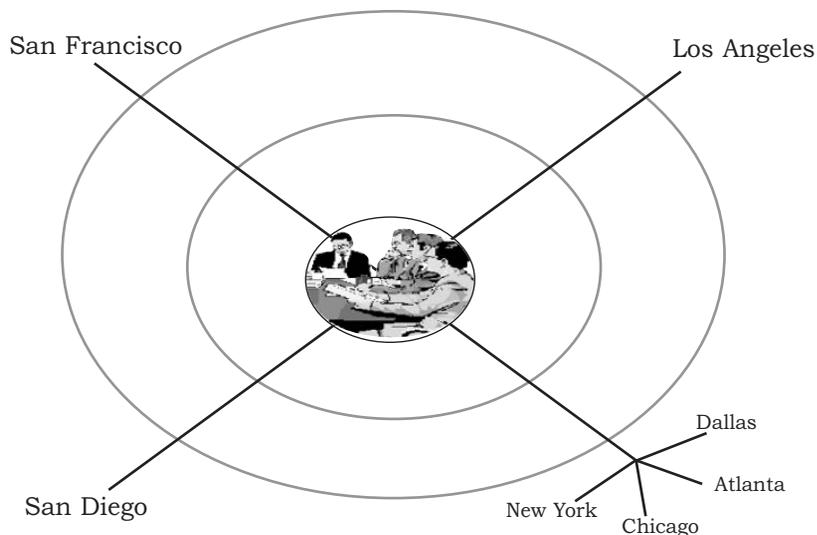
North Roxbury Drive resident Patti Tanenbaum is co-chairing a "Scrabble Challenge" event in March to raise money to buy books for underserved schools in the Los Angeles area.

Wife of former Beverly Hills Robert K. Tanenbaum, Patti is one of the founding members of the four-year-old Beverly

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Hills chapter of BookEnds, an international non-profit dedicated to providing children with books and combating illiteracy, which is hosting the Scrabble event.

Beverly Hills children involved with BookEnds have collected over 100,000 books since the chapter opened. The goal this year is collect 130,000 books.

The Scrabble Challenge is held in conjunction with BookEnds Believe in Kids '09, which aims to help develop literacy skills in children. Each dollar raised by BookEnds, and at the upcoming Scrabble event, generates five dollars worth of books, according to Tanenbaum.

The winning team of the Scrabble Challenge "will have their names inscribed into bookplates of thousands of books delivered to their honorary school" as well as the opportunity to help deliver the books to the classrooms.

Sponsored by Thomas Safran and Associates, the event will be held March 5 from 6 to 9:30 p.m. at the Beverly Hills Country Club, 3084 Motor Ave., Los Angeles. The Scrabble game begins at 7:30 p.m. For more information, call (818) 716-1198.

**Last scheduled Council candidate forum tonight**

The 11 Beverly Hills City Council candidates will participate in the last of three scheduled debate forums tonight at City Hall.

This evening's forum is hosted by the Municipal League, and will be held at City Hall at 7 p.m. The second forum,

held last night, was hosted by the Chamber of Commerce. The Southwest Homeowners Association hosted the first forum on Jan. 15, moderated by president Ken Goldman.

The Jan. 15 forum will be broadcast on BHTV 10 on Jan. 27 at 8 p.m., Jan. 30 at 6 p.m., Feb. 10 at 4 p.m., Feb. 13 at 9 p.m., Feb. 18 at 12 p.m., Feb. 23 at 8 p.m.

The Jan. 28 forum will be broadcast on Feb. 2 at 4 p.m., Feb. 9 at 8 p.m., Feb. 12 at 6 p.m., Feb. 19 at 12 p.m., Feb. 20 at 9 p.m. and Feb. 25 at 8 p.m.

The Jan. 29 forum will be broadcast on Feb. 2 at 8 p.m., Feb. 11 at 8 p.m., Feb. 20 at 12 p.m., Feb. 23 at 4 p.m., Feb 24 at 6 p.m. and Feb. 27 at 9 p.m.

All three forums will be played back-to-back on Feb. 28 at 5 p.m. and March 1 at 12 p.m.

**Beverly Canon Gardens to be dedicated on Saturday**



Photo courtesy of Beverly Hills

The City Council and Recreation and Parks Commission will hold a dedication

ceremony for the recently completed Beverly Canon Gardens, adjacent to The Montage, on Saturday.

Speaking at the ceremony will be City Manager Rod Wood, Mayor Barry Brucker and members of the City Council and Recreation and Parks Commission.

Beverly Canon Gardens is peacefully nestled between two commercial properties, and has been designed to provide a warm, inviting and reflective space for public use. It officially opened in December 2008.

Designed by Nancy Goslee Power, the 29,000-square-foot garden features beautiful landscaping, three fountains and public seating. Dedication attendees will be able to get a first-hand look at this free-flowing open space while enjoying hors d'oeuvres and musical entertainment by

Musical Trio. Guests will also receive a commemorative gift while quantities last.

The ceremony will be held at 11 a.m. at 241 N. Canon Dr. Free parking with validation will be available in the Gardens Building (only) located at 240 N. Beverly Dr. The entrance to the parking lot is on Beverly Drive north of the Gardens. The city requests attendees do not utilize the Montage valet service.

**Madrigals sing from the heart**

Beverly High's premier vocal groups the Madrigal singers and Minnesingers will perform their annual benefit show "Music from the Heart" for the high school's choral department next month.

The benefit show is an annual event

*briefs cont. on page 7*

**Elect**

# Fran Cohen

**Beverly Hills City Council**



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**Member, Mayor's Cabinet**  
**Chair, Architectural Commission**

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- ✓ Facilitated the Largest JPA School Funding Package in City History & Co-Authored the Security Camera (CCTV) Policy to Protect Our Community
- ✓ Authored the Strongest Code of Ethics Ordinance in the State of California
- ✓ Led the City Council to Adopt California's Cutting Edge Environmental Green Building Standards & Created the Beverly Hills "Green Team"
- ✓ Promoted Better Communications through Ombudsman 311 & "Ask Bev"

"I've worked closely with Mayor Barry Brucker on a wide range of State and regional issues including transportation, elder care and the needs of the Beverly Hills' community. He has worked tirelessly to improve the quality of life for the citizens of Beverly Hills and I proudly support him for re-election."

~ Mike Feuer  
California State Assembly

"Mayor Barry Brucker has served the City of Beverly Hills with dignity, class and integrity. His leadership, business and finance experience are valuable assets to the community"

~ Zev Yaroslavsky  
LA County Supervisor

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# from the hills of beverly



## Fact And Fiction On 'P'

Scare tactics hit city

By Rudy Cole

You may have read the scary headlines and heard all the hysterical arguments against Measure P, and do we have any other kind of campaigns, but the tax increase proposal on the March ballot deserves some rational examination and not all the nonsense being disseminated.

First, a suggestion: If you vote by mail, don't rush to return your ballot. The city council election is just beginning to become interesting and only one side has been heard on Measure P – the voices of doom and gloom.

What is Measure P and why is it on the March ballot? It is a tax increase proposal that must by law be approved by the voters. It would, if approved, permit, and that is the operative word, the council to increase taxes on oil companies, restructure how the city taxes many businesses and place a tax on private parking lots. The estimate is that it could bring in approximately five to six million dollars annually.

Measure P is on the March ballot because state law requires that tax increases must be decided the same time as city council elections. Your city council, many of whom are now acting as if this was all news to them, voted unanimously to put Measure P up for a vote.

Of course, this is a difficult time to even consider tax increases, but that belies the argument that to maintain high levels of city services in the face of declining revenues, new sources of revenue have to be found.

What about those frightening headlines?

First, linking the loss of the Hilton Corporation headquarters to a possible business tax increase is total nonsense. The Hilton Corp, not the hotel, occupies considerable space in an office building just east of the civic center. The move was long expected because Hilton has been purchased, and gone private, by an eastern investment group that opted to be closer to most of their major properties in the east. Of course, this has nothing to

do with the Beverly Hilton, which is locally owned.

Even if Measure P passes, it would have no impact on the Hilton and could have even led to a lowering of the corporate headquarters city taxes. (What will be missed though is their great cafeteria, a favorite of many city staffers.)

In order to distract from the real issues, opponents have accused the city of violating the law by sending out informational mailings on Measure P. Again, total nonsense. The law is quite clear: As long as the city does NOT urge a vote for or against, and the information mailed is informational, even if that tends to support the city position, no campaign spending laws have been violated. That is precisely what other agencies, including the MTA, have done on ballot measures impacting them.

Interestingly, the charge that the city mailings violated the law did not include any comment from our own city attorney who carefully vetted the process. City Attorney **Larry Wiener** is regarded as one of the best municipal lawyers in the state. He also has available the legal talents of his Richards Watson & Gershon law firm, and they represent countless cities and other governmental agencies in our state, and are highly respected.

In simple fairness, the city legal advisors should have been asked why this was legal before making wild charges of improper use of city funds.

However, we did our own checking. If the literature was considered a "political" mailer or an advocacy piece, the city would be required to file a campaign expenditure report with the State Fair Political Practices Commission, the agency that monitors campaign reporting.

An FPPC enforcement officer told us that no reporting is required if there are no words such as "vote yes" or "vote for" on the mailers, and there wasn't. As to the argument that the mailer "should have presented both sides," that would have been a violation of state law because it then would be an advocacy mailer.

Incidentally, despite this being discussed for many months, opponents did not even prepare an argument in opposition that could have appeared on the ballot. This is not the city's fault or responsibility. What does appear is a statement of support from City Treasurer **Eliot Finkel** and an analysis by the city attorney. (Last year's school bond Measure E had both for and against arguments prepared and signed by supporters and opponents.)

Now, for the most critical argument: The timing of a tax increase during a major recession. The tax increases will not go into effect for at least one year and even longer if the council decides delays are in order. The Measure "permits" the increases, but it does not mandate them. Also, and this is equally important, the council could implement some taxes, delay others or never impose them at all.

Are there weaknesses in Measure P? Yes, of course. I would hope the council would not impose a tax on private parking lots –

these would be passed through to shoppers. Also, private lot owners now view city lots as unfair competitors since they have subsidized two hour free parking in many city lots and their monthly rentals are not market value. But this is a minor flaw that could easily be remedied.

Will the new taxes drive businesses from our city? Not unless they want to pay even higher taxes in Los Angeles and other neighboring municipalities which hardly provide the same basic services as Beverly Hills. The new tax structure is at least five percent below the same rates as our neighbors.

Businesses and homeowners come to Beverly Hills because our city and our schools provide the finest in services. That level of excellence can only be maintained if there are adequate tax dollars to pay the bills. In the most recent tax period, the city has seen these declines: Business tax – down five percent; Sales tax, decline of 6.5 percent; transient occupancy (bed) tax, 7.3 percent. There was no change in the property tax revenues.

Who will be impacted: Measure P does change the way the city taxes professional services. Instead of basing the tax on number of employees, the tax will be based on total revenue. High volume medical practitioners such as plastic surgeons who have few employees but charge high surgery fees will pay more, clearly. But they too benefit from having practices in our prestigious city and yes, I even think one of them advertises our zip code.

Many businesses could actually see a tax decrease and most will not see any real change.

If you are a resident, you should probably vote FOR Measure P. City police and fire services, parks, schools and public works, will all benefit and avoid regressive cuts if Measure P passes. Despite the frightening headlines, this is not a tax on "residents." Another fact: The council could have, but wisely decided against, including ballot measures that permitted increases in resident taxes such as utilities. So, unless you have a yearly "nip and tuck" this tax is for your benefit.

Unless the price of oil goes back to one hundred dollars per barrel, the extraction tax is almost irrelevant, but good to have in place if oil prices do again inflate.

There are some interesting numbers to also examine: The argument has often been made that businesses "pay" for city services but residents are the primary beneficiaries. I have accepted that argument because it was repeated so often. However, that isn't quite true.

A good portion of tax dollars from the business sector are taxes paid by consumers. So, it is money "from" the commercial areas and not "by" that is really accurate.

Some figures from the recent tax cycle:  
 Resident property taxes: . . \$19,030,743  
 Business property taxes: . . .15,570,608  
 Transient occupancy tax: . . .29,101,920  
 Business tax: . . . . .37,371,407  
 Sales tax: . . . . .27,378,605

You can do the math, but clearly, revenues from residents, consumers and visitors are more than tax dollars from businesses. The city also receives non-tax dollars from fees, licenses and other sources: About \$41 Million.

However, it is also true that residents

*rudy cont. on next page*

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*rudy cont. from previous page*

require and receive more city services, including police and fire protection. Many business owners/tax payers do not have children in our schools, seldom use our parks and libraries and other basics paid in part from their taxes. Those who have the least direct benefit from taxes paid are tourists.

It would be quite surprising to have candidates for city council who claim they are "pro-resident" oppose Measure P. This tax was designed specifically to increase tax dollars from some sectors of the business community to benefit the whole city, and especially the primary beneficiary: the residents.

Is Measure P a wonderful solution to our funding needs? Hardly, and the simple psy-

chology of a tax increase during a recession is unsettling if not realistic. But Measure P merits a much fairer hearing, less frantic fear mongering and some reality checks. What needs repeating is that Measure P allows these changes in the tax process but does not require that they be implemented.

Before I give this a resounding endorsement, I want to hear from our city council on responsible restraints on timing and give the opposition time to provide rational, not reactionary, arguments that do not resort to smears or political threats.

Stay tuned.

As for the first televised debate hosted by the Southwest Beverly Hills Homeowners, most of the leading candidates did well; some

newer names seemed at a loss in understanding how government really works. As always, this forum was well managed by association president **Ken Goldman**.

Back to the beginning: Don't rush to return your absentee ballot. Stay tuned for more campaigning by all the candidates. This might become interesting.

###

Sorry to report the loss of community treasure and close friend **L. John Arden**. I first met John when he was president of the then Junior Bar Association, but in recent years benefitted from his leadership of the Beverly

Hills (Will Rogers) Optimist Club, our oldest.

Always upbeat, the source of more good jokes than anyone I ever met, a strong supporter of his family and community, John led a full, fruitful and productive life and will be missed.

The Optimists are having a tribute meeting in his memory today. If you knew John and want to attend, email me (see below) and I'll give you details.

*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](mailto:Rudy@bhweekly.com).*

*briefs cont. from page 5*

aimed at fundraising for the approximately 70-member groups' travel expenses for the Spring competition. In past years, the groups have traveled to Australia, San Francisco, New York, Chicago, New Orleans and more for Spring competition.

Conductor and Beverly High Choral Department Chair Joel Pressman will conduct the groups in joint performances as well as solos.

"Opportunity tickets" will be available for \$2 to win a diamond pendant donated by Michael Kantor and Associates as well as a silver necklace donated by the Silver Peace Collection by Bridget Shuster and other prizes.

In addition to singing, the evening will include dining. It will be held at the Sofitel Hotel on Feb. 17 beginning at 7 p.m. Reservations are required and tickets are \$75 per person. For more information, call Frann Lefkowitz at (310) 276-7014.

### Council pushes Annenberg one step closer to opening



*Model of the Wallis Annenberg Center for the Performing Arts. View: Standing on the NE corner looking toward the SW with Crescent Drive just beyond the Goldsmith Theater.*

In a unanimous decision, the Beverly Hills City Council approved the Wallis Annenberg Center for the Performing Arts and a City (owned and operated) three-level subterranean parking structure. The vote was taken at the January 22, 2009 City Council meeting.

"It's a great day for the City of Beverly Hills and a great day for culture," said Mayor Barry Brucker after the vote.

The Council approved the Environmental Impact Report (EIR) and the amended lease agreement. The 470-

car parking garage was also approved by the Council in their role as Parking Authority of the City of Beverly Hills.

"We are thrilled," said Annenberg Board of Directors Chairman Bram Goldsmith. "The entire Board has worked tirelessly to reach this point, and we appreciate the support of the City and the entire community."

The Annenberg is situated on the site of the landmark Beverly Hills Post Office, on North Canon Drive. The award-winning project, designed by architect Zoltan Pali from Studio Pali Fekete architects in Los Angeles, will preserve and adapt the historic Beverly Hills Post Office to include three classrooms, a 150-seat flexible studio space, a donor lounge, production support services and administrative offices. A brand new 500-seat state-of-the-art theater will be built adjacent to the landmark Italian Renaissance Revival building. A glass bridge will connect the two buildings and a sculpture garden will welcome guests into the courtyard. Groundbreaking is expected later this year.

"This is a celebratory moment for all those who have worked with us from the beginning of our efforts," said Executive Director Lou Moore. "We can now forge ahead with building a performing arts center."

After 58 years of service to the community, the federal government determined that the Beverly Hills Post Office could no longer handle the volume of postal demands and closed the historic building in the early 1990s. With widespread public support, the City of Beverly Hills negotiated the purchase of the building from the federal government and finalized the acquisition in 1998. At the same time a group of prominent business and civic leaders formed a nonprofit organization, the Beverly Hills Cultural Center Foundation, to combine their passion for the arts with their commitment to preserve the building. The Cultural Center submitted a proposal to Beverly Hills to become the lessee of the Post Office.

In 2004, the Annenberg Foundation made a magnanimous leadership gift of \$15 million that reflected Wallis Annenberg's deep passion for architectural preservation and the arts. With deep respect and gratitude for such generosity, the Cultural Center Board of Directors

officially changed its name to the Wallis Annenberg Center for the Performing Arts.

### Beverly Hills home prices dropped in 2008

Sale prices for single family homes in the 90210 ZIP code dropped by 29.2 percent in December 2008 in comparison to the same month in 2007, according to DQNews.

The 12 single family homes sold in December in the 90210 had an average final cost of \$2,000 sfr. The two homes that sold in the 90212 went for \$2,100 sfr, a 2.4 percent increase over December last year. No single family homes were sold in the 90211 in December.

Condos in the 90212 saw sales prices drop by 26.6 percent to \$945 sfr. The one

condo in the 902120 sold a \$835 sfr, a 30.2 percent drop from December 2007.

Countrywide, there were 4,327 single family homes that sold for an average of \$320 sfr, showing a 36 percent decline in prices over last year. Condos fared only slightly better with 1,145 condos selling for \$290 sfr, a 25.6 percent drop.

For the 2008 year as a whole, sale prices for homes in the 90212 ZIP code dropped by an average of 10.1 percent, according to the Los Angeles Times. Twenty-five homes were sold in 90210 for an average of \$2,930 sfr. Prices for the 188 homes sold in the 90210 ZIP dropped by 2.3 percent, for an average of \$1,888 sfr. But better news came for homeowners in the 90211 who saw market prices increase by 6.6 percent.

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## BHHS Boys' Soccer Team Records Milestone Victory

**Norman girls' soccer team routs Morningside.**

**By Steven Herbert**

Beverly High defeated Santa Monica, 1-0, in an Ocean League game at Nickoll Field Jan. 21, the Norman boys' soccer team's first triumph over the Vikings since a 2-0 win in a South Torrance Tournament game in December 1991, according to coach Steve Rappaport.

After "missing a couple of opportunities early we should have put away," Beverly Hills scored in the 50th minute as Mariano Gonzalez sent a "beautiful" cross to Romeo Patroni, who put a one-touch shot past Santa Monica goalkeeper Jiro Maestu for his first goal of the season, Rappaport said.

"Santa Monica's always been a mental block for our players," Rappaport said. "The kids have had trouble believing they were better than Santa Monica. Now they know they can compete with them."

The Normans "played an outstanding game, controlled almost the entire match," Rappaport said.

"Our possession was much better than it's been," Rappaport said. "It really made a difference in the game."

Other keys to the victory included "outstanding" play by Patroni and "his ability to just be in the right place and distribute the balls really well" along with sweeper Erik Munzer "doing really good job to keep us in good position," Rappaport said.

"It was just the flow of the players moving, showing for the ball and communicating very well, something we're not consistent with at all," Rappaport said.

Beverly Hills led in shots, 13-6. Norman goalkeeper Jonas Brock made six saves in 75 minutes of play. He was sidelined for five minutes because of a bloody nose after blocking a shot with his face and was replaced by Daniel Kohen.

Brock, Gonzalez, Josh Newman and Willie Woods drew praise from Rappaport for their play.

### **Inglewood Morningside 3, Beverly Hills 1**

The Normans took a 1-0 lead in the seventh minute on Parsa Peykar's goal off Gonzalez's cross, but fell behind as the league-leading Monarchs scored in the 25th and 34th minutes and added an insurance goal during stoppage time in the second half when Beverly Hills was attacking in an ultimately unsuccessful attempt for the tying goal.

"We didn't play very well," Rappaport said after Friday's Ocean League game at Morningside. "We jumped out on them real quick and we kind of took the attitude OK

we got this game. [Morningside] just played very physical on us and kept coming at us and we didn't handle it well."

Beverly Hills (6-11-2, 2-2 in league play) led in shots, 10-8.

"In the second half, we had a lot of opportunities, but we just couldn't put them in the net" Rappaport said. "It was one of poorer performances of the year, which was really disappointing after playing so well against Santa Monica."

Brock made five saves.

Munzer, Peykar and Woods played "extremely well," Rappaport said.

### **What's Next?**

The Normans are scheduled to start the second round of Ocean League play by playing host to Inglewood Friday at Nickoll Field and playing at Hawthorne Wednesday. Both games are set to begin at 6 p.m.

Beverly Hills lost to Inglewood, 1-0, and defeated Hawthorne, 1-0, in the first round of Ocean League play.

### **Girls' Soccer Beverly Hills 6, Inglewood Morningside 0**

Emily Litvak scored three goals, increasing her league-leading total to 21, and assisted on the other three Norman goals in an Ocean League game at Nickoll Field Friday.

Morgan Harding, Tyler Fields and Solange Levy also scored for Beverly Hills (7-6-2, 3-1) which won by at least six goals for the sixth time this season.

Norman goalkeeper Rebecca Gold made three saves for her eighth shutout of the season and fifth in the past seven games.

Nicole Star had three assists for Beverly Hills, which led in shots, 19-3.

### **Santa Monica 2, Beverly Hills 1**

Freshman Tiffany Moore volleyed in a corner kick from Levy in the 32nd minute for the Norman goal after the Vikings scored twice in the opening 15 minutes of an Ocean League game at John Adams Middle School in Santa Monica Jan. 21.

Beverly Hills had an opportunity to tie the score in the 76th minute when Fields had a breakaway, but her shot went wide of the goal.

The Normans led in shots, 11-8. Gold made six saves.

"It was an interesting game," Beverly Hills coach Ryan Franks said. "They outplayed us in the midfield and had most of possession. However, we exploited their defense and had plenty of opportunities that

we just couldn't finish.

"Hopefully, when we play them at home we'll come out a little more relaxed. It's a tough mountain to climb when you spot a good team two early goals."

Mahshar Zargar, Harding and Moore all had "excellent games" for the Normans, Franks said.

The two teams are set to play again Feb. 6 at Nickoll Field.

### **What's Next?**

The Normans are scheduled to start the second round of Ocean League play by playing at Inglewood Friday and play host Hawthorne Wednesday at Nickoll Field. Both games are set to begin at 6 p.m.

Beverly Hills defeated Inglewood, 8-0, and Hawthorne, 2-0, in the first round of Ocean League play.

### **Girls' Basketball**

#### **Inglewood 56, Beverly Hills 49**

The Normans committed 10 of their 24 turnovers and gave up eight offensive rebounds in first quarter of the Ocean League opener for both teams Jan. 14 at Inglewood.

"We came out and it was like we saw a ghost," Beverly Hills coach John Braddell said.

The Normans (12-6, 0-1) were outscored 12-9 in the first quarter, with Morgan Mason scoring four points and Miranda Abdul-Monsour making a 3-point basket for Beverly Hills, while guard Tayler Champion scored five of her game-high 18 points and Hazel Ramirez made a 3-point basket for the Sentinels.

The Normans outscored Inglewood, 16-15, in the second quarter to trail 27-25 at halftime as Abdul-Monsour scored six points, Mason five and Abdul-Monsour and Sophie Payson both made 3-point baskets.

Beverly Hills played a "very good third quarter," where they were outscored 17-15, as Javonna Young scored six points and Payson five, including a 3-point basket, Braddell said.

The Normans trailed 44-40 entering the fourth quarter.

"We hurt ourselves again with turnovers" in the fourth quarter, committing seven being outscored 12-9, with Mason scoring four points, Braddell said.

Mason scored 15 points, Abdul-Monsour 12, Young 10, Payson eight, and Chelsea Austin and Natalie Moy two each for Beverly Hills.

The Sentinels were ranked second in the Southern California Interscholastic Basketball Coaches Association Southern Section Division III-A poll released Monday, while the Normans were ranked third in the Division II-A poll.

### **What's Next?**

The Normans are scheduled to start the second round of Ocean League play by playing host to Inglewood Friday at the Swim-Gym and playing at Hawthorne Wednesday. Both games are set to begin at 6 p.m.

### **Boys' Basketball**

#### **Valencia West Ranch 77, Beverly Hills 16**

Norman coach Derek Boldon said he was

"amazed" by his team's "lack of competitiveness" in a nonleague game Jan. 6 at West Ranch.

"They expect things to happen by chance and not because they make it happen," Boldon said after his team lost its fifth consecutive game to fall to 4-11. "Everybody talks a good game, but when it comes to doing the job out on the floor that's something different."

Boldon said he hoped the game was "an eye-opening experience" for his players.

"It was for me," he said. "Hopefully we won't see any more of that ever again."

Beverly Hills "played horrible defense." "They weren't that good," Boldon said of the Wildcats.

The Normans were outscored 25-3 in the first quarter, 24-5 in the second quarter to trail 49-8 at halftime and 17-4 in the third quarter.

Beverly Hills trailed 66-12 entering the fourth quarter, where they were outscored 11-4, despite Chris Lee's 3-point basket.

Trevor Walters led the Normans with five points, including a second-quarter 3-point basket. Lee and Markus Silbiger each added three, Aurash Jamasbi and Michael Pedram two each and Greg Townsend one.

### **What's Next?**

The Normans are scheduled to start the second round of Ocean League play by playing host to Inglewood Friday at the Swim-Gym and playing at Hawthorne Wednesday. Both games are set to begin at 7:30 p.m.

### **Wrestling**

#### **Torrance 51, Beverly Hills 28**

Bar Dahan (125), Armand Farokh (152) and Murtaza Abbas (189) won by pins while Matt Flagel (171) won by a 4-0 decision for the Normans (6-7, 0-2) in a Pioneer League match in the Wrestling Room Jan. 15.

### **What's Next?**

The Normans are scheduled to wrestle at North Torrance today in a Pioneer League meet beginning at 3 p.m. and compete in the Best in the Valley Tournament Saturday at Chaminade High School in West Hills beginning at 9 a.m.

### **Girls' Water Polo**

#### **El Segundo 11, Beverly Hills 2**

Patty Salgado scored for the Normans in the first quarter and Oriana Falla in the fourth in an Ocean League game at the El Segundo Municipal Plunge Jan. 15.

Beverly Hills trailed 5-1 at the end of the first quarter, 8-1 at halftime and 9-1 entering the fourth quarter.

The Eagles scored their eighth consecutive goal with 2:31 to play, increasing their lead to 10-1, 25 seconds before Falla's goal. El Segundo scored the game's final goal with 22 seconds left.

Norman goaltender Agnes Rapala made seven saves.

*Steven Herbert has covered Beverly High sports for the Beverly Hills Weekly since 1999. He welcomes feedback and suggestions. He can be reached by e-mail at StvHerbert@aol.com, by telephone at (310) 275-7943 or by fax at (310) 273-4519.*

# coverstory

# LOCAL BUSINESSES REACT TO MEASURE P

Chamber of Commerce and members say 'Vote No'

By Jacquelyn Ryan

Not long before Christmas last year, something peculiar happened to Daniel Gottlieb. A 15-year tenant in one of the buildings he owns in Beverly Hills, through his business of over 30 years G&L Realty, approached him with a problem.

"They said they couldn't afford their rent. We had to give them a huge [rent] break because they are having a tough time [financially] and their suppliers are going out of business," said Gottlieb. "This has never, never happened before."

Gottlieb says the financial repression has made things tough on all of his tenants. When he drives along Little Santa Monica Boulevard these days, he says he sees "Going Out of Business" sales and signs left and right.

That's why Gottlieb says he can't believe the city of Beverly Hills would consider raising certain business taxes next year.

"This new tax is going to drive these businesses out of here," said Gottlieb, who is joined by several other local business owners and the Chamber of Commerce in opposing the City of Beverly Hills' proposal to change certain business taxes from a flat-rate to a gross-receipt model, place a 10 percent tax on private parking structures and create a gross-receipt tax on oil extraction in the city.

Known as Measure P, the tax change proposal developed quickly over the last year after a series of meetings and discussions by City Manager Rod Wood, the City Council and city staff. Beverly Hills residents will vote on March 3 whether to approve the tax modifications, which would take effect in 2010.

All five members of the City Council voted to approve putting the measure on the ballot. Not one of them has yet to publicly endorse the measure. At present, there is no chair for the seemingly non-existent Yes on Measure P campaign.

"This is not to address the recession, it's to address a long term need of the city," said City of Beverly Hills assistant director of administrative services Noel Marquis in an interview. Marquis said that the expenses of the city are increasing at a faster rate than its revenue stream and at a point in the future, there will be a crossover. The only way for the city to avoid eventually going into the red is to cut services, expand the economic base or, as proposed in Measure P, raise taxes, according to Marquis and city officials.

Measure P will "only" affect two classes of business owners in the city, according to City CFO Scott Miller, who spoke to reporters at City Hall last Thursday.



Those classes are service professionals, like hair dressers and gardeners, and independent professionals, like lawyers and doctors. Gottlieb leases to tenants in both these fields, he said.

The 4,205 registered independent professionals in this city produced \$1.1 million of the city's \$37 million in collected business taxes last year. The 2,328 registered service professionals in the city produced \$3.8 million in taxes.

Combined, these two groups produce "less than 20 percent" of the city's annual business taxes, said Miller.

But the measure won't "only" affect professionals, says Gottlieb and other opponents.

"Take the doctors who are going to have to pay the tax. Some of them can pass [the increased costs] on to their patients. Those who can't will cut back on services. Instead of a receptionist, you're just going to have to take a seat or watch while one girl tries to do it all," said Gottlieb.

Gottlieb believes the same will hold true for the increased private parking tax.

"If I have increased costs, I pass them on," said Gottlieb. "Maybe [retailers] will stop validating for parking."

What's worse, Gottlieb says, is that increased parking prices may discourage people from coming to Beverly Hills and shopping in the local businesses, forcing all local businesses to pay a price for the new tax.

But city officials say that Measure P's business tax increases will garner between \$5.2 million and \$7.2 million in additional tax revenue for the city. The projections were made by using the national gross receipt average for each profession that would be affected by the measure, accord-

ing to Miller.

"We're looking at this as a fairness issue... why do other businesses have gross receipt taxes but not doctors and attorneys?" asked Miller, who noted that these two classes of professionals are the only ones in the city who do not currently pay taxes based on their gross receipts.

The new parking tax is anticipated to bring in around \$2 million to \$4 million annually, which will be used to offset the \$5 million the city spends to offer free public parking.

There are a total of about 12,500 parking spaces in the 86 private parking facilities, which are considered locations that charge for parking such as hotel or retail lots as well as office and surface lots, city spokesperson Cheryl Burnett said. Currently, there are 17 parking facilities owned by the city: 12 garages and five decks, according to Burnett.

The costs of the tax aren't the only things that have opponents upset.

Gottlieb and many other opponents are saying the proposed measure has come out of left field. For the last several months, Mayor Barry Brucker and city staff have insisted that the city is in sound financial shape, with a \$54 million reserve and three AAA bond ratings.

"This was a stealth tax that no one knew about until it was on the ballot," said Gottlieb, who added that the timing of it makes it "worse."

City officials say they've been discussing the measure at public meetings for several months and that the measure can only be put on a ballot during a City Council election. According to Miller, this is the first City Council election since the city determined the necessity for the rev-

enue.

"The circumstances and facts they were using six or seven years ago were very different from three years ago," said Miller, giving for example the increased price in goods such as steel in just the last two years.

City officials are sending out three city-sponsored informational mailers, about 19,000 mailers in each bunch, about Measure P, two of which have already been distributed. In total, the cost to the city for the mailers will be \$24,788, including material, labor and postage costs.

Some opponents of Measure P see the price as excessive in face of an alleged oncoming deficit. Other opponents feel that the mailers may have bordered on illegality by using taxpayer money for what they call campaign literature that did not include arguments against the measure.

A particular point of contention for Gottlieb in the information on the mailers is a line that says Measure P will not affect residents. The city concedes that the mailer may not have been entirely accurate.

"We're all being a little naive [if we think] that any tax isn't passed onto the consumer," said Marquis. "When you tax a business, you are really taxing yourself. I don't think anyone denies that."

Miller noted that the development and income provided by the Montage hotel on North Canon Drive has "kicked back the [city's financial] breaking point by two or three years" and the Beverly Hilton Revitalization Project could push back it back by another three years if it is built.

"Nobody likes raising taxes. Unfortunately, for government it's good fiscal planning to look at adjusting taxes," said Marquis, who said that part of the reason the city receives such high bond ratings is the council's good financial planning.

If Measure P is passed, the City Council still has the discretion to postpone implementing the tax. City Manager Rod Wood will propose that the Council move back Measure P's effective date to Jan. 1, 2011, at the Feb. 3 meeting. Time will also be provided at that meeting to answering questions about the measure.

Nonetheless, local businesses and professional say they are nervous about what's to come.

"This is the worst recession since the depression. And I think everybody's feeling a little scared," said Gottlieb. "I want to see these businesses stay in Beverly Hills."

# The Chamber of Commerce Board of Directors Voted Unanimously AGAINST Measure P!

Measure P is written to disguise the fact that there are **SIX taxes being raised**.

**Measure P doesn't even mention the NEW 10% PARKING TAX.**

It will raise taxes on all professional and personal services: everything from your doctor, to your child's tutor, to your hairdresser and to your gardener, and MORE.

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City Treasurer Eliot Finkel and City CFO Scott Miller both confirmed that the City has a surplus of more than \$55 million dollars. With unemployment rising, retail sales falling and businesses laying off works and going into bankruptcy, this is not the right time to be raising taxes on businesses. We need to vote no on Measure P to help secure our local jobs and neighborhood businesses.

Measure P will raise the taxes that resident's pay. It will hurt business and is bad for Beverly Hills.

Please Vote No on Measure P.

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***NO on P***

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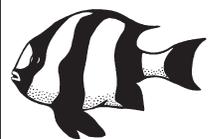
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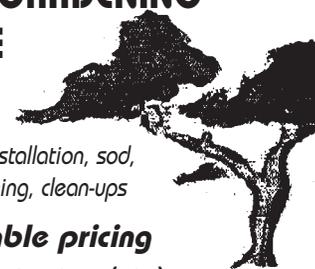
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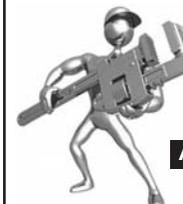
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FICTITIOUS BUSINESS NAME STATEMENT: 20082268376 The following person(s) is/are doing business as: ATS TOWING-1733 Atchison St. Pasadena CA, 91104.ATS TOWING AND TRANSPORTATION INC. 1733 Atchison St. Pasadena CA 91104. The business is conducted by: AN CORPORATION Registrant has not yet commenced business. Signed:Anjel Agadjanova, President. ATS Towing and Transportation. 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: 1/22/09. 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: 1/18/09, 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 11

FICTITIOUS BUSINESS NAME STATEMENT: 20082268378 The following person(s) is/are doing business as: CHRISTINA'S WHOLESALE CLOTHING 745 E. Altadena Dr. Altadena, CA 91001DMITRY S LOSEV 745 E. Altadena Dr. Altadena CA, 91001. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed:Dmitry S. Losev, Owner,Christina's Wholesale Clothing. 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: 1/22/09. 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: 1/18/09, 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 12

FICTITIOUS BUSINESS NAME STATEMENT: 20082268378 The following person(s) is/are doing business as: YORIK AUTO CARE-5404 York Blvd LA CA 90042 HENAMENASAGHANI- ANS AZAR 1168 Irving Ave # B Glendale CA 91201. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed:Heno Menasaghians , Owner,Yorik auto care. 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: 1/22/09. 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: 1/18/09, 1/15/09, 1/22/09, 1/29/09 - 13

FICTITIOUS BUSINESS NAME STATEMENT: 20082264354 The following person(s) is/are doing business as: FRAME A MEMORY-24433 Clipsestone St. Woodland Hills CA 91367,LINDA COFFEY BAILEY 24433 Clipsestone St. Woodland Hills CA 91367. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed:Linda Coffey Bailey Owner, Frame A Memory. 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: 12/29/08.

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Notice of Application for Police Permit  
Type of Business: Massage  
Name of Applicant: Satopom Kitnukul  
Doing Business As: Sunshine Salon Spa  
Located at: 8708 Sunland Bl Sun Valley, CA 91352  
Any person desiring to protest the issuance of this permit shall make a written protest before 01/29/09 to the Los Angeles Police Commission 150 North Los Angeles Street Los Angeles, CA 90012  
Upon receipt of written protests, protesting persons will be notified of date, time, and place of hearing.  
BOARD OF POLICE COMMISSIONERS  
Publish Dates: 1/18/09, 1/15/09, 1/22/09

FICTITIOUS BUSINESS NAME STATEMENT: 20082279277 The following person(s) is/are doing business as: LAW OFFICES OF DO KIM 5022 Clinton Street #D, Los Angeles CA 90004. JAMES DO KIM 5022 Clinton Street #D Los Angeles CA 90004. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: James Do Kim, Owner. 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: 12/31/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 15

FICTITIOUS BUSINESS NAME STATEMENT: 20082274839 The following person(s) is/are doing business as: STONE SOUP PRODUCTIONS 2327 Teviot Street, Los Angeles, CA 90039. ELIZABETH FANNING 2327 Teviot Street, Los Angeles, CA 90039. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Elizabeth Fanning, 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: 12/31/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 16

FICTITIOUS BUSINESS NAME STATEMENT: 20082265265 The following person(s) is/are doing business as: LOS ANGELES CONCIERGE SERVICES 1417 N. Vista St #303, Los Angeles, CA 90046. NICOLAS NIBOUCHA 1417 N. Vista St #303, Los Angeles, CA 90046. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Nicolas Niboucha, Founder. 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: 12/29/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 17

FICTITIOUS BUSINESS NAME STATEMENT: 20090008527 The following person(s) is/are doing business as: WARNER REALTY 13331 Moorpark Street #111, Sherman Oaks, CA 91423. MIKHAIL KOGAN 13331 Moorpark Street #111, Sherman Oaks, CA 91423. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Mikhail Kogan, Owner. 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: 1/05/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 18

FICTITIOUS BUSINESS NAME STATEMENT: 20090008528 The following person(s) is/are doing business as: BAR BY ZACHARY 6310 Green Valley Circle Apt. 109, Culver City, CA 90230. ZACHARY CHARLES CHITWOOD 6310 Green Valley Circle Apt. 109, Culver City, CA 90230. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Zachary Chitwood, Owner. 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: 1/05/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 19

FICTITIOUS BUSINESS NAME STATEMENT: 20090008529 The following person(s) is/are doing business as: TANNAS ESTIMATING SERVICE 1717 Chevy Chase Drive, Beverly Hills, CA 90210. TANNA K. MOULTON 1717 Chevy Chase Drive, Beverly Hills, CA 90210. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Tanna K. Moulton, Owner. 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: 1/05/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 20

FICTITIOUS BUSINESS NAME STATEMENT: 20082264350 The following person(s) is/are doing business as: SKY AUTO BODY REPAIR 11543 Tuxford, Sun Valley, CA 91352. ANDRANIK DERTSAKYAN 1800 N. Harvard Street #1, Los Angeles, CA 90027. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Andranik Dertsakyan, Owner. 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:

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12/29/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 21

FICTITIOUS BUSINESS NAME STATEMENT: 20090008532 The following person(s) is/are doing business as: M & J AUTO SALES 10282 Tujunga Canyon #204, Tujunga, CA 91042. JILBERT ZAROUKIAN 10282 Tujunga Canyon #204, Tujunga, CA 91042. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Zara Davlaghayan, Owner. 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: 1/05/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 22

FICTITIOUS BUSINESS NAME STATEMENT: 20090008530 The following person(s) is/are doing business as: ANNA'S FASHION 1100 S Central #B, Glendale, CA 91204. ZARA DAVITAGHAYAN 1100 South Central Unit #B, Glendale, CA 91204. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Zara Davitlaghayan, Owner. 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: 1/05/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 23

FICTITIOUS BUSINESS NAME STATEMENT: 20090008531 The following person(s) is/are doing business as: J L C 837 N. Spring St. Los Angeles, CA 90012. CHO KEUNG CHAN 837 N Spring St L 128, Los Angeles, CA 90012. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Cho Keung Chan, Owner. 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: 1/05/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 24

FICTITIOUS BUSINESS NAME STATEMENT: 20090008666 The following person(s) is/are doing business as: K & A AUTO BODY SHOP 11338 Burbank Blvd, N Hollywood, CA 91601. ARTUR KARAPETYAN 730 E. Cedar Ave #106, Burbank, CA 91501. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Artur Karapetyan, Owner. 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: 1/05/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 25

FICTITIOUS BUSINESS NAME STATEMENT: 20090014324 The following person(s) is/are doing business as: THE COMPASS 1049 McCornick Street #15, N Hollywood, CA 91601. SSW ENTERPRISES, LLC 6430 Coldwater Canyon Ave #218, N Hollywood, CA 91601. The business is conducted by: A LIMITED LIABILITY COMPANY Registrant has not yet commenced business. Signed: SSW Enterprises, LLC. 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: 1/06/09. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 26

FICTITIOUS BUSINESS NAME STATEMENT: 20090014323 The following person(s) is/are doing business as: MOD POTS 913 Valley View Road, Pasadena, CA 91103. RICHARD BELTRAN 913 Valley View Road, Pasadena, CA 91103. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Richard Beltran, Owner. 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: 1/06/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 27

FICTITIOUS BUSINESS NAME STATEMENT: 20090013985 The following person(s) is/are doing business as: JULIANA'S CATERING 1429 Sunset Ave, Pasadena, CA 91103. ESTELA CABRERA 1429 Sunset Ave, Pasadena, CA 91103. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Estela Cabrera, Owner. 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: 1/06/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 28

FICTITIOUS BUSINESS NAME STATEMENT: 20090031322 The following person(s) is/are doing business as: SEGOUIA GENERAL BUILDING GROUP, INC. 5806 Vesper Ave, Van Nuys, CA 91411. SEGOUIA GENERAL BUILDING GROUP, INC. 5806 Vesper Ave, Van Nuys, CA 91411. The business is conducted by: A CORPORATION Registrant has not yet commenced business. Signed: Segouia General Building Group, Inc. 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: 1/03/08. NOTICE - This fictitious name statement

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FICTITIOUS BUSINESS NAME STATEMENT: 20090031323 The following person(s) is/are doing business as: TABACCHI 8951 Sunset Blvd, W Hollywood, CA 90068. ARTUR MARGARIAN 23101 Saitoy Street, West Hills, CA 91304. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Artur Margaryan, Owner. 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: 1/06/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 30

FICTITIOUS BUSINESS NAME STATEMENT: 20090031420 The following person(s) is/are doing business as: HAYCO MARKETING 229 N. Central Ave #209, Glendale, CA 91203. HAKOB KUYUMJYAN 712 W. Doran Street #5, Glendale, CA 91203. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Hakob Kuyumjian, Owner. 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: 1/03/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 31

FICTITIOUS BUSINESS NAME STATEMENT: 20090031421 The following person(s) is/are doing business as: HARGEN DESIGN 229 N. Central Ave #209, Glendale, CA 91203. HARUT GENJOYAN 1053 Western Ave #5, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Harut Genjoyan, Owner. 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: 1/09/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 32

FICTITIOUS BUSINESS NAME STATEMENT: 20090031423 The following person(s) is/are doing business as: BLOOMING FLOWERS 8000 Laurel Canyon Blvd, N Hollywood, CA 91606. OGANES GASAMANYAN 11748 Oxnard Street, N Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Ogan Gasamanyan, Owner. 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: 1/09/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 33

FICTITIOUS BUSINESS NAME STATEMENT: 20090031230 The following person(s) is/are doing business as: JOHNNY'S APPLIANCES 11748 Oxnard Street, N Hollywood, CA 91606. OGANES GASAMANYAN 11748 Oxnard Street, N Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Ogan Gasamanyan, Owner. 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: 1/09/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 34

FICTITIOUS BUSINESS NAME STATEMENT: 20090031229 The following person(s) is/are doing business as: TOMER SALON 12414 Burbank Blvd, Valley Village, VA 91607. TOMER SALON, LLC. 12414 Burbank Blvd, Valley Village, CA 91607. The business is conducted by: A LIMITED LIABILITY CORPORATION. Registrant has not yet commenced business. Signed: Tomer Salon, LLC, Managing Member. 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: 1/09/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 35

FICTITIOUS BUSINESS NAME STATEMENT: 20090031228 The following person(s) is/are doing business as: M AND V RECYCLING CENTER 8418 N Sepulveda Blvd, North Hills, CA 91343. MIKE YERKATYAN 3384 Oakmont View Dr, Glendale, CA 91208. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Mike Yerkatyan, Owner. 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: 1/03/08. 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: 1/15/09, 1/22/09, 1/29/09, 2/5/09 - 36

FICTITIOUS BUSINESS NAME STATEMENT: 20090019946 The following person(s) is/are doing business as: N AND J FASHION 13305 Valley Blvd, Van Nuys, CA 91401. MHER NIKOGOSYAN 8228 Fulton Ave #207, Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL Registrant has not yet commenced business. Signed: Mher Nikoghosyan, Owner. 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: 1/07/08. 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

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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 37

**FICTITIOUS BUSINESS NAME STATEMENT:** 20080227484 The following person(s) is/are doing business as: THE PACHECO GROUP 910 Bioworld Road, San Dimas, CA 91773. LAURO PACHECO JR 910 Bioworld Road, San Dimas, CA 91773. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Lauro Pacheco, Owner. 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: 12/31/08. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 38

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090024214 The following person(s) is/are doing business as: DRAGO'S AUTO REPAIR 9514 De Soto Ave., Chatsworth, CA 91311. JOSE GALLARDO 9514 De Soto, Chatsworth, CA 91311. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Jose Gallardo, Owner. 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: 10/7/08. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 39

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090019950 The following person(s) is/are doing business as: PACE SETTERS 6670 Glade Ave #121, Woodland Hills, CA 91303. PATRICK LYNNAS 6670 Glade Ave #121, Woodland Hills, CA 91303. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Patrick Lynnas, Owner. 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: 1/14/09. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 40

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090019951 The following person(s) is/are doing business as: SUSY'S CLEANING SERVICES, 8800 Cedros Ave #216 Panama City, CA 91402. ROSA ALBERTA HERNANDEZ 8800 Cedros Ave #216, Panama City, CA 9402. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Rosa Alberta Hernandez, Owner. 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: 10/7/08. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 41

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090019947 The following person(s) is/are doing business as: TOTOS SEAFOOD GRILL ATPB 1441 Roscoe Blvd, Panorama City, CA 91402. ALISA M. TABALON 2325 W Avenue P12, Palmdale, CA 93551. ELVIRA CHAN 240 N. Carondelet Los Angeles, CA 90026. The business is conducted by: AN INDIVIDUAL. Registrant has commenced business on: 1/1/09. Signed: Alicia Tabalon, Elvira Chan, Owners. 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: 1/10/08. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 42

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090019949 The following person(s) is/are doing business as: COAST TO COAST DISTRIBUTION SERVICES 10230 Plainview Ave #41, Tujunga, CA 91402. NSHAN DARBINYAN 10230 Plainview Ave #41, Tujunga, CA 91402. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Nshan Darbinyan, Owner. 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: 1/07/08. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 43

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090019952 The following person(s) is/are doing business as: BARAN CARPET CLEANING AND RESTORATION 5460 White Oak Ave #222, Encino, CA 91316. YEHUDI BARAN 5460 White Oak Ave #222, Encino, CA 91316. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Yehudi Baran, Owner. 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: 1/07/08. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 44

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090019953 The following person(s) is/are doing business as: SMOKE PLUS 12041 Riverside Dr. Valley Village, CA 91607. SIMON ETI-MAZAIAN 14153 Gault St. Van Nuys, CA 91405. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Simon Etmazian, Owner. 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: 1/10/09. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 45

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090031422 The following person(s) is/are doing business as: ADAMS APPEL FLORIST & DESIGN STUDIO 18013 Ventura Blvd Encino, CA 91316. VICTOR SARKK 14910 Burbank Blvd, N Hollywood, CA 91605. The business is conducted by: AN INDIVIDUAL. Registrant has commenced business on: 1/8/09. Signed: Victor Sakk, Owner. 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: 1/09/08. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 46

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090031033 The following person(s) is/are doing business as: HOVOK PHOTOGRAPHY & VIDEO, CINTA ROSARIO B18, Colorado Springs, Colorado, CA 91205. HOVOK PHOTOGRAPHY & VIDEO, CINTA ROSARIO B18, Colorado Springs, Colorado, CA 91205. The business is conducted by: AN INDIVIDUAL. Registrant has commenced business on: 2/02. Signed: Hovik Chiroglyan, Owner. 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: 1/09/08. 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: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09 – 47

**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME:** 20090031425 Original file # 07-0928972 The following person(s) has (have) abandoned the use of the fictitious business name: BLOOMING FLOWERS 8000 Laurel Canyon Blvd, N Hollywood, CA 91005. The fictitious business name referred to above was filed on: 09/15/06, in the County of Los Angeles. The business was conducted by: EDVIN PETROSYAN. The full name and residence of the registrant(s) abandoning the name: Edvin Petrosyan 517 E. Verdugo #B 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: 1/09/09. Published: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09

**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME:** 20090008665 Original file # 08-1334986 The following person(s) has (have) abandoned the use of the fictitious business name: OXNARD AUTO BODY AND CUSTOM 11338 Burbank Blvd, N Hollywood CA 91601. The fictitious business name referred to above was filed on: 01/05/06, in the County of Los Angeles. The business was conducted by: EDVIN PETROSYAN. The full name and residence of the registrant(s) abandoning the name: Edvin Petrosyan 1066 Raymond Ave #A, Glendale, CA 91201; Anna Griqoryan 213 E. Shestrut St #101 Glendale, CA 91205. 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: 1/05/09. Published: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09

**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME:** 20090019949 Original file # 05-152730 The following person(s) has (have) abandoned the use of the fictitious business name: TOTOS SEAFOOD GRILL ATPB Roscoe Blvd, Panorama City, CA 91402. The fictitious business name referred to above was filed on: 06/27/05, in the County of Los Angeles. The business was conducted by: MPG FOODS, LLC. The full name and residence of the registrant(s) abandoning the name: MPG FOODS, LLC Roscoe Blvd, Panorama City, CA 91402. 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: 1/07/09. Published: 1/15/09, 1/22/09, 1/29/ 09, 2/5/09

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090056776 The following person(s) is/are doing business as: CALI AUTO IMPORT 14433 Addison St. #303 Sherman Oaks, CA 91423. DAVID MAHERFETHE 14433 Addison St #303 Sherman Oaks, CA 91423. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: David Maherfethe, Owner. 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: 1/15/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 51

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090056770 The following person(s) is/are doing business as: ART FLOWER DESIGN 703 E Chestnut St #14 Glendale, CA 91205. ARTAVAZD GEVORYAN 703 E. Chestnut St #14 Glendale, CA 91205. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Artavazd Gevorgyan, Owner. 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: 1/15/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 51

business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 52

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049989 The following person(s) is/are doing business as: ASC ACCOUNTING & INSURANCE SERVICE 5465 Santa Monica Blvd. #204 Los Angeles, CA 90029. JAQUELINE ALOMIA 25225 Tenynson Ln, Stevenson Ranch, CA 91381. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Jacqueline Alomia, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 53

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049988 The following person(s) is/are doing business as: INTEGRITY FIRST MORTGAGE 1307 Caitlyn Circle Westlake Village, CA 91369. LEE APPLEYBY 1307 Caitlyn Circle Westlake Village, CA 91361. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Lee Appleyby, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 54

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049988 The following person(s) is/are doing business as: SEFAN CHICKEN 3324 Glendale Blvd Los Angeles, CA 90039 ANUSHIKH EBEVAN 1915 Glenwood Rd Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Anushik Ebevan, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 55

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049985 The following person(s) is/are doing business as: HI-TECH SPA 10323 Mt. Gleason Ave, Sunland, CA 91040 MIKHAIL MASHHADANSI 10323 Mt Gleason Ave Sunland, CA 91040. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Mirhai Mashhadansi, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 56

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049986 The following person(s) is/are doing business as: PROFESSIONAL SERVICE VALET PARKING 5725 Satsumava Ave N 91601. CA 91601 FABIAN PUGA 5735 Satsumava Ave N 91601. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Fabian Puga, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 57

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049983 The following person(s) is/are doing business as: CALL MOBILE RECYCLING SERVICE 6528 Hazeltine Ave, Van Nuys, CA 91401 JOSE G ALVAREZ 6528 Hazeltine Ave, Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Jose Alvarez, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 58

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049981 The following person(s) is/are doing business as: JVC CONSTRUCTION 8142 Loma Verde Ave. Canoga Park, C A 91304 JORGE L VAZQUEZ 8142 Loma Verde Ave Canoga, CA 91304. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Jorge Vazquez, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 59

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090045145 The following person(s) is/are doing business as: FRANK H. PAINTING 20206 Bassett St, Winnetka, CA 91306. FRANCISCO J HERNANDEZ 20206 Bassett St, Winnetka, CA 91306. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed Francisco, Owner. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 60

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090045149 The following person(s) is/are doing business as: INFINITY BUSINESS PROMOTION 10160 Mason Ave, Chatsworth, CA 91311 PARSOPCHI SAETHANG 16867 San Fernando Mission Blvd, #32 Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Parsopchi Saethang, Owner. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 61

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090045149 The following person(s) is/are doing business as: EAGLE ROCK SMOKE SHOP 2161 Colorado Blvd. #104 Los Angeles, CA 90041 ARSHALUIS ALEKSANYAN 2161 Colorado Blvd. #104 Los Angeles, CA 90041. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Arshaluis Aleksanyan, Owner. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 62

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090043910 The following person(s) is/are doing business as: EZ DRIVING SCHOOL 1300 S. Glendale #A Glendale, CA 91205 GEGAN KAZARIAN 809 E. Elk Ave Glendale, CA 91205. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Gegan Kazarian, Owner. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 63

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090043009 The following person(s) is/are doing business as: THE OLD MEDITERRANEAN BAKING CO. 1369 E. Colorado St. Glendale, CA 91205 SARKIS ARSEN KABADAYAN 1265 Oakridge Dr. Glendale, CA 91205. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Sarkis Arsen Kabadayan, Owner. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 64

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090045144 The following person(s) is/are doing business as: TOUCH OF LILY BEAUTY SALON 16156 San Fernando Mission Blvd, #4 Granda Hills, CA 91344 LILIANA MELGAR 9542 Havenhurst Ave. North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Lilana Melgar, Owner. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 66

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090056765 The following person(s) is/are doing business as: THE GARAGE DOOR FACTORY 22647 Ventura Blvd. #176 Woodland Hills, CA 91364 MICHELLE KLEIN 22647 Ventura Blvd. #176 Woodland Hills, CA 91364. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Michelle Klein, Owner. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 66

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090056765 The following person(s) is/are doing business as: THE GARAGE DOOR FACTORY 22647 Ventura Blvd. #176 Woodland Hills, CA 91364 MICHELLE KLEIN 22647 Ventura Blvd. #176 Woodland Hills, CA 91364. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Michelle Klein, Owner. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 66

1/15/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 67

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049990 The following person(s) is/are doing business as: RAMIREZ CART SERVICE 1145 7 W. 51 P/L Los Angeles, CA 90037 Flavio Ramirez 1145 7 W. 51 P. L. Los Angeles, CA 90037. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Flavio Ramirez, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 68

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049984 The following person(s) is/are doing business as: GARAGE DOOR FACTORY 22647 VENTURA BLVD #176 Woodland Hills, CA 91364 NANCIE ESULIN 22647 Ventura Blvd. #176 Woodland Hills, CA 91364. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: Nancie Esulin, Co-Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 69

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049987 The following person(s) is/are doing business as: CHRISTINE MAGGIORIE MEMORIAL FUND 11684 Ventura Blvd. Studio City, CA 91604 AMERICAN FOUNDATION FOR AIDS ALTERNATIVES 11684 Ventura Blvd. Studio City, CA 91604. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: American Foundation For Aids Alternatives, Treasurer. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 70

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090049982 The following person(s) is/are doing business as: BEST OF THE WEST RECRUITING SERVICE 1020 Beverly Blvd. Suite A5 337 Whittier, CA 90061 PRO PLAYERS, INC 10820 Beverly Blvd. Suite A5 337 Whittier, CA 90061. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: PRO PLAYERS, INC, Owner. 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: 1/14/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 71

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090031039 The following person(s) is/are doing business as: MERCHACA AUTO SALE INCORP 6250 Lankershim Blvd, N. Hollywood, CA 91606 MENCHACA AUTO SALE INCORP 1276 Seacraft Court Unit 5 Ventura CA 93003. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Merchaca Auto Sale Incorp, Owner. 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: 1/10/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 72

**FICTITIOUS BUSINESS NAME STATEMENT:** 20090043908 The following person(s) is/are doing business as: SMART IT USA 23351 Park Sorrento #70 Calabasas, CA 91302 SMART COMPUTER SUPPORT P.O. Box 8384 Calabasas, CA 91302 DATA E COMMERCE 23351 Park Sorrento #70 Calabasas, CA 91302. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Data E Commerce, CEO. 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: 1/13/09. 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: 1/22/09, 1/29/09, 2/5/ 09, 2/12/09 – 73

**FICTITIOUS BUSINESS NAME STATEMENT:** 20082149973 The following person(s) is/are doing business as: WOMEN'S PEACE CAMPAIGN 800 So. Pacific Ct Hwy #342 Redondo Beach, CA 90277. INTERNATIONAL EMPowerMENT EDUCATION FOUNDATION P.O Box 339 Hermosa, CA 90254. The business is conducted by: A CORPORATION. Registrant

conducted by: JAMES C. REED. The full name and residence of the registrant(s) abandoning the name: JAMES REED, 24345 Mulholland Hwy, Calabasas CA 91302-2319. 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: 1/22/09. Published: 1/29/09, 2/5/ 09, 2/12/09, 2/19/09

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20090084177

Original file # 20081718051  
The following person(s) has (have) abandoned the use of the fictitious business name: ELE-GANTE INTERIOR DESIGN 366 W. California #4 Glendale, CA 91203. The fictitious business name referred to above was filed on: 09/24/08, in the County of Los Angeles. The business was conducted by: AYILIN GHARABAGHI. The full name and residence of the registrant(s) abandoning the name: Aylin Gharabaghi 366 W. California #4 Glendale, CA 91203. 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: 1/22/09. Published: 1/29/09, 2/5/ 09, 2/12/09, 2/19/09

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20090071837

Original file # 2004-2053713  
The following person(s) has (have) abandoned the use of the fictitious business name: MAGIC FINANCIAL GROUP22048 Sherman Way #103 Canoga Park, CA 91303. The fictitious business name referred to above was filed on: 08/10/04, in the County of Los Angeles. The business was conducted by:MICHELLE LEE . The full name and residence of the registrant(s) abandoning the name: Michelle Lee 20830 Satcoy St. Winnetka, CA 91306. 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: 1/20/09. Published: 1/29/09, 2/5/ 09, 2/12/09, 2/19/09

NOTICE TO CREDITORS OF BULK SALE AND OF INTENTION TO TRANSFER ALCOHOLIC BEVERAGE LICENSE(S)

(UCC Sec. 6105 et seq. and B & P Sec. 24073 et seq.)  
Escrow No. 007761-SK  
NOTICE IS HEREBY GIVEN that a bulk sale of assets and a transfer of alcoholic beverage license(s) is about to be made. The names and address of the Seller/Licensee are: TAE YON KIM, 14 N. LA CIENEGA BLVD, BEVERLY HILLS, CA 90211-2205  
The business is known as: LODGE STEAKHOUSE THE  
The names and addresses of the Buyer/Transferee are: LISA BATTEN, 14 N. LA CIENEGA BLVD, BEVERLY HILLS, CA 90211-2205  
As listed by the Seller/Licensee, all other business names and addresses used by the Seller/Licensee within three years before the date such list was sent or delivered to the Buyer/Transferee are: NONE

The assets to be sold are described in general as: FURNITURE, FIXTURES, EQUIPMENT, TRADENAME, GOODWILL, LEASE, LEASEHOLD IMPROVEMENT and are located at: 14 N. LA CIENEGA BLVD, BEVERLY HILLS, CA 90211-2205  
The kind of license to be transferred is: Type: ON-SALE GENERAL EATING PLACE, License Number: 47-462344 now issued for the premises located at: 14 N. LA CIENEGA BLVD, BEVERLY HILLS, CA 90211-2205  
The anticipated date of the sale/transfer is FEBRUARY 20, 2009 at the office of: UNITED ESCROW CO, 3600 WILSHIRE BLVD #226, LOS ANGELES, CA 90010  
The amount of the purchase price or consideration in connection with the transfer of the license and business, including estimated inventory is the sum of \$10,000.00, which consists of the following: DESCRIPTION, AMOUNT: CHECKS: \$10,000.00  
It has been agreed between the seller(s)/licensee(s) and the intended buyer(s)/transferee(s), as required by Sec. 24073 of the Business and Professions code, that the consideration for transfer of the business and license is to be paid only after the transfer has been approved by the Department of Alcoholic Beverage Control.  
Dated: JANUARY 15, 2009  
TAE YON KIM, Seller(s)/Licensee(s)  
LISA RANG BATTEN, Buyer(s)/Applicant(s)  
PCTS LA146363 BEVERLY HILLS WEEKLY 1/29/09

FICTITIOUS BUSINESS NAME STATEMENT: 20082004427

The following person(s) is/are doing business as: WIP WIRELESS, 5230 W. SUNSET BLVD. #2, 5230 W. SUNSET BLVD. #2, LOS ANGELES, CA 90027, ARMEN VARDANYAN, 1010 RALEIGH ST. #208 GLENDALE CA 91205. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed ARMEN VARDANYAN. 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: 11/13/2008. 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: 12/11/2008, 12/18/2008, 12/25/2008, 1/1/2009 1311 7

FICTITIOUS BUSINESS NAME STATEMENT: 20082025269

The following person(s) is/are doing business as: DEQUAN JANUARY, 1643 PACIFIC AVE APT #112, LONG BEACH, CA 90813. J. STEWARD, 1643 PACIFIC AVE APT 112 LONG BEACH CA 90813. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed DEQUAN JANUARY. 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: 11/17/2008. 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: 12/11/2008, 12/18/2008, 12/25/2008, 1/1/2009 1320 8

FICTITIOUS BUSINESS NAME STATEMENT: 20082025608

The following person(s) is/are doing business as: COMPLETE JANITOR SERVICES, 20929 PARTHENIA ST APT 28, CANOGA PARK, CA 91304. ANTONIO GONZALEZ, 20929 PARTHENIA ST APT 28 CANOGA PARK CA 91304. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed ANTONIO GONZALEZ. 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: 11/17/2008. 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: 12/11/2008, 12/18/2008, 12/25/2008, 1/1/2009 1317 7

FICTITIOUS BUSINESS NAME STATEMENT: 20082025674

The following person(s) is/are doing business as: CONSUMED MED USA, 150 N. SANTA ANITA AVE 3RD FLOOR, ARCADIA, CA 91006. CARLOS VILLANUEVA, 526 W. COLORADO BLVD MONROVIA CA 91016 TOMAS SOLIS, 150 N. SANTA ANITA AVE 3RD FLOOR ARCADIA CA 91006 MIGUEL ANGEL PRIDA, 526 W. COLORADO BLVD MONROVIA CA 91016. The business is conducted by: a General Partnership. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed CARLOS VILLANUEVA. 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: 11/17/2008. 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: 12/11/2008, 12/18/2008, 12/25/2008, 1/1/2009 13207 lc-1211

FILE NO. 20090072230

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUBWAY #44461, 2112 BEVERLY BLVD, LOS ANGELES, CA 90057 (LOS ANGELES). The full name of registrant(s) is/are: CG INVESTMENTS INC, (CALIFORNIA) 14101 VALLOEYHEART DR #201, SHERMAN OAKS, CA 91423. 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/ CG INVESTMENTS INC, BY: SUKHINDERPAL GILL, VICE PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on 1/20/09 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).  
LA146291 BEVERLY HILLS WEEKLY 1/29,2/5,12,19,2009

FILE NO. 20090087771

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: POPEYE MARKET, 1062 S. BROADWAY, LOS ANGELES, CA 90015 (LOS ANGELES). The full name of registrant(s) is/are: OKJA KIM, 3131 PARAISO WAY, 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: 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/ OKJA KIM, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 1/22/09 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).

LA146373 BEVERLY HILLS WEEKLY 1/29,2/5,12,19,2009

NOTICE TO CREDITORS  
OF BULK SALE  
(Division 6 of the Commercial Code)

Escrow No. 37232

(1) Notice is hereby given to creditors of the within named Seller(s) that a bulk sale is about to be made on personal property hereinafter described.

(2) The name and business addresses of the seller is:  
Swiss Tanning System, LLC, 8715 Santa Monica Blvd., West Hollywood, CA 90069

(3) The location in California of the chief executive office of the Seller is: 8715 Santa Monica Blvd., West Hollywood, CA 90069

(4) The names and business address of the Buyer(s) is:

Maui Island Tan, Inc., P.O. Box 3290, South Pasadena, CA 91301.

(5) The location and general description of the assets to be sold are all stock in trade, fixtures and equipment, trade name and good will of that certain business located at: 8715 Santa Monica Blvd., West Hollywood, CA 90069

(6) The business name used by the seller(s) at that location is: "Pacific Sun".

(7) The anticipated date of the bulk sale is February 15 2009 at the office of Brokers Escrow Service, 2924 W. Magnolia Blvd. Burbank, CA 91505, Escrow No. 37232, Escrow Officer: Jim Hankins.

(8) Claims may be filed with Same as "7" above.

(9) The last date for filing claims is February 13, 2009.

(10) This Bulk Sale is subject to Section 6106.2 of the Uniform Commercial Code.

(11) As listed by the Seller, all other business names and addresses used by the Seller within three years before the date such list was sent or delivered to the Buyer are: None  
Dated: January 14, 2009  
Transferees:

Maui Island Tan, Inc., a California Corporation  
By: Kevin Maeda, President  
1/29/09  
CNS-1513897#

FILE NO. 20090094034

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 7-ELEVEN FOOD STORE, 4901 SANTA MONICA BLVD, LOS ANGELES, CA 90029 (L.A.). The full name of registrant(s) is/are: MOHAMMED S. ALI AND KHADIJA M. ALI, 5372 BALLONA LN, CULVER CITY, CA 90230. 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/ MOHAMMED S. ALI, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 1/23/09 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).  
LA146391 BEVERLY HILLS WEEKLY 1/29,2/5,12,19,2009

FILE NO. 20090010646

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: MARCELLO'S, 404 S. FIGUEROA ST #417, LOS ANGELES, CA 90071 (LOS ANGELES). The full name of registrant(s) is/are: ANGRY CHEF INC, (CALIFORNIA) 234 S. FIGUEROA ST #836, LOS ANGELES, CA 90012. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: JANUARY 5, 2009.

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/ ANGRY CHEF INC, BY: JAY KEUM, CEO

This statement was filed with the County Clerk of LOS ANGELES County on 1/5/09 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).  
LA146003 BEVERLY HILLS WEEKLY 1/15,22,29,2/5,2009

FILE NO. 20090010602

FILED 1/5/2009  
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
Fictitious Business Name(s): WORLDWIDE SEAFOOD, 4810-4812 MELROSE AVE, LOS ANGELES, CA 90029  
The fictitious business name referred to above was filed on JUNE 28, 2005 in the county of LOS ANGELES. Original file number, 05-1521016.  
The full name of registrant: KEN CHANG, 16804 MT FLETCHER CIR, FOUNTAIN VALLEY, CA 92708  
This business is conducted by: INDIVIDUAL  
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/ KEN CHANG, OWNER  
LA146057 BEVERLY HILLS WEEKLY 1/15,22,29,2/5,2009

FILE NO. 20090022070

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LYMPHOMA RESEARCH FOUNDATION - LOS ANGELES AFFILIATE, 8800 VENICE BLVD STE 207, LOS ANGELES, CA 90034 (LOS ANGELES). The full name of registrant(s) is/are: LYMPHOMA RESEARCH FOUNDATION, (CALIFORNIA) 115 BROADWAY 13TH FL, NEW YORK, NY 10006. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: 5/12/2004.

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/ LYMPHOMA RESEARCH FOUNDATION, SUZANNE BLISS, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on 1/7/09 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).  
LA146130 BEVERLY HILLS WEEKLY 1/15,22,29,2/5,2009

FILE NO. 20090033905

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ATM GLOBAL, 1055 WILSHIRE BLVD #1940, LOS ANGELES, CA 90017 (LOS ANGELES). The full name of registrant(s) is/are: DOUGLAS YOUNG, STACY CHRISTINE YOUNG AND CRAIG CARL COLBERT, 419 MAIN ST #309, HUNTINGTON BEACH, CA 92648. This Business is being conducted by a/an: GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business name/names listed above on: 1/2/09. 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/ DOUGLAS YOUNG, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 1/9/09 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).  
LA146171 BEVERLY HILLS WEEKLY 1/15,22,29,2/5,2009

FILE NO. 20090033906

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: C.P.I. 3701 WILSHIRE BLVD STE #820, LOS ANGELES, CA 90010 (LOS ANGELES); MAILING ADDRESS: 25232 W. GLO-RISO LN, STEVENSON RANCH, CA 91381. The full name of registrant(s) is/are: WON KUN BAEK, 25232 W. GLORISO LN, STEVENSON RANCH, CA 91381. 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/ WON KUN BAEK, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 1/9/09 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).  
LA146184 BEVERLY HILLS WEEKLY 1/15,22,29,2/5,2009

FILE NO. 20090037873

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: JOANNE'S POOL SUPPLY, 10222 RESEDA BLVD, NORTH-RIDGE, CA 91324 (LOS ANGELES). The full name of registrant(s) is/are: ERIK CASEY, 17800 SIMONDS ST, GRANADA HILLS, CA 91344. 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/ ERIK CASEY, INDIVIDUAL

This statement was filed with the County Clerk of LOS ANGELES County on 1/12/09 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).  
LA146194 BEVERLY HILLS WEEKLY 1/15,22,29,2/5,2009

FILE NO. 20090059005

FICTITIOUS BUSINESS NAME STATEMENT  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CRYSTAL DRINKING WATER, 6481 N. FIGUEROA ST, LOS ANGELES, CA 90042 (LOS ANGELES). The full name of registrant(s) is/are: IH NEW VENTURE CORPORATION, (CALIFORNIA) 6020 ECHO ST #8, LOS ANGELES, CA 90042. 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/ IH NEW VENTURE CORPORATION, BY: IN HONG KIM, CHIEF EXECUTIVE OFFICER

This statement was filed with the County Clerk of LOS ANGELES County on 1/15/09 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).  
LA146239 BEVERLY HILLS WEEKLY 1/22, 29, 2/5, 12, 2009

NOTICE OF PETITION TO ADMINISTER ESTATE OF:

MARVIN RUWIN AKA MARVIN MORTON RUWIN

CASE NO. BP114444

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of MARVIN RUWIN AKA MARVIN MORTON RUWIN.

A PETITION FOR PROBATE has been filed by NEVRA F. SHAPIRO AND MEYLA F. RUWIN in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that NEVRA F. SHAPIRO AND MEYLA F. RUWIN be

appointed as personal representative to administer the estate of the decedent.

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

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

A HEARING on the petition will be held in this court as follows: 02/09/09 at 8:30AM in Dept. 5 located at 111 N. HILL ST., LOS ANGELES, CA 90012

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

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

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

Attorney for Petitioner  
SUSAN JABKOWSKI  
HINOJOSA & WALLET  
2215 COLBY AVE.  
LOS ANGELES, CA 90064-1504  
1/22, 1/29, 2/5/09

CNS-1506672#

NOTICE OF TRUSTEE'S SALE TS No. 08-0005596 Title Order No. 08-8-033177 APN No. 4334-022-111 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 04/11/2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER.

Notice is hereby given that RECONTRUST COMPANY, as duly appointed trustee pursuant to the Deed of Trust executed by DANIEL DIAZ, A MARRIED MAN AS HIS SOLE AND SEPARATE PROPERTY dated 04/11/2007 and recorded 04/16/07, as Instrument No. 2007-0900176, in Book , Page ), of Official Records in the office of the County Recorder of Los Angeles County State of California, will sell on 02/19/2009 at 1:00PM, At the front entrance to the Pomona Superior Courts Building, 350 West Mission Blvd., Pomona at public auction to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any of the real property described above is purported to be: 144 NORTH HAMILTON DRIVE #3, BEVERLY HILLS, CA, 902112242. The undersigned Trustee disclaims any liability for any incorrect-ness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$723,302.14. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but with out covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by

said Deed of Trust, advances thereunder, with interest at provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon at provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. If required by the provisions of section 2923.5 of the California Civil Code, the declaration from the mortgagee, beneficiary or authorized agent is attached to the Notice of Trustee's Sale duly recorded with the appropriate County Recorder's Office. DATED: 05/05/2008 RECONTRUST COMPANY 1757 TAPO CANYON ROAD, SVW-88 SIMI VALLEY, CA 93063 Phone/Sale Information: (800) 281 8219 By: Trustee's Sale Officer RECONTRUST COMPANY, is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. FEI # 1006.19422 1/29, 2/05, 2/12/2009

**RONALD E. FAULK**  
**LAW OFFICES OF RONALD E. FAULK 601 EAST GLENOAKS BLVD. SUITE 202 GLENDALE, CA 91207-1750 (818) 637-2003**  
**Attorney(s) For ESTATE OF JOSE MANUEL LOPEZ**

SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES  
 (Title of Action)  
 ESTATE OF JOSE MANUEL LOPEZ V JOSEPH C. PLUMMER, CITY OF ROSEMEAD, COUNTY OF LOS ANGELES CASE NUMBER GC 037944 APPLICATION FOR ORDER FOR PUBLICATION OF SUMMON, :Oiv1 PLAINT AND AMENDMENT TO THE COMPLAINT  
 (Insert word Summons; Citation or Notice of Hearing or name of the summons outstanding - i.e. on Amended Complaint on Complaint and Amendment thereto, etc.) Application is hereby made for an order directing service of the above-captioned summons, citation or notice of hearing on defendant, respondent, or citee JOSE MANUEL LOPEZ JR. by publication of said summons, citation or notice of hearing in the BEVERLY HILLS WEEKLY which newspaper is adjudicated a newspaper of general circulation in California and most likely to give notice to defendant, respondent, or citee because The complaint or petition, which is for AUTO VS. PEDES-

TRIAN , was filed herein on OCTOBER, 11, 2006

A copy of the summons, citation or notice of hearing and the complaint or petition could not be served by any of the following methods for the reason shown:

1. Handing copies to the person to be served. (Personal service-8415.10 CCP). NO ADDRESS OR LOCATION WHERE DEFENDANT CAN BE FOUND IS KNOWN TO PROVIDE A BASIS FOR PERSONAL SERVICE.

2. Leaving during usual office hours copies in the office of the person to be served with the person who apparently was in charge and by thereafter mailing copies (by first class mail, postage prepaid) to the person to be served at the place where the copies were left. (Service on a corporation, partnership, association, or public entity-8415.20(a) CCP). NO INFORMATION ABOUT THE BUSINESS OR EMPLOYMENT OF THE DEFENDANT IS KNOWN AT THIS TIME, OR HAS ANY BEEN ASCERTAINED .IN OUR RESEARCH TO SERVE HIM.

3. Leaving copies at the dwelling house, usual place of abode, or usual place of business of the person to be served in the presence of a competent member of the household or a person apparently in charge of his office or place of business, at least 18 years of age, who shall be informed of the general nature of the papers and by thereafter mailing copies (by first class mail, postage prepaid) to the person to be served at the place where the copies were left. (Service on natural person, minor, incompetent or candidate- 8415.20(b) CCP). NO ADDRESS OR LOCATION WHERE DEFENDANT CAN BE FOUND IS KNOWN TO PROVIDE SERVICE AT THE DWELLING HOUSE OR PLACE OF ABODE.

4. Sending (by first class mail or airmail) copies to the person to be served, together with two copies of required form of notice and acknowledgment and a return envelope, postage prepaid, addressed to the sender. (Service by mail-8415.30 CCP). NO ADDRESS OR LOCATION WHERE DEFENDANT CAN BE FOUND IS KNOWN TO PROVIDE SERVICE VIA MAIL OR TO REQUEST A FORWARDING ADDRESS.

5. Sending (by registered or certified airmail with return receipt requested) copies to the person to be served. (Service by mail outside the State of California-8415.40 CCP). SEE RESPONSE TO

NUMBER 4 .

6. Any other method (Other-8413.10, 413.30) NO OTHER CHECK OF ANY PUBLIC RECORD DISCLOSED ANY VOTING, COUNTY REGISTRAR, OR REAL PROPERTY OWNERSHIP FOR DEFENDANT.

103APPLICATION FOR PUBLICATION OF SUMMONS, CITATION OR NOTICE OF HEARING

76A330C (Rev. 5-83) 2-85 RC046COP

g415.50(a)

Rule 800 LASCRC

LA-103A

**NOTICE TO DEFENDANT:**

**(AVISO AL DEMANDADO):**

**JOSEPH G. PLUMMER, CITY OF ROSEMEAD, COUNTY OF LOS ANGELES c5 m 6b ARE BEING SUED BY PLAINTIFF: (LO ESTA DEMANDANDO EL DEMANDANTE): ESTATE OF JOSE MANUEL LOPEZ**

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association.

Tiene 30 DIAS DE CALENDARIO despues de

que le entreguen esta citacion y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una Hamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto Si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y ma's informacIón en el Centro de Ayuda de las Cortes de California (www.courtinfo.ca.gov/selfhelp/ingles) en la biblioteca de leyes de su condado o en la corte que le quede ma's cerca. Si no puede pagar la cuota de presentacIón, pida al secretario de la corte que le dé un formulario de exencIón de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podre quitar su sueldo, dinero y bienes sin mes advertencia. Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisiOn a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, (www.lawhelpcalifornia.org), en el Centro de Ayuda de las Cortes de California, (www.courtinfo.ca.gov/selfhelp/espanoll) o poniendose en contacto con la corte o el colegio de abogados locales.

SUPERIOR COURT OF CALIFORNIA COUNTY OF LOS ANGELES

300 EAST WALNUT

300 EAST WALNUT

PASADENA, CA 91101-1566 NORTHEAST

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is:

(El nombre, la direcciOn y el nUmero de teldono del abogado del demandante, o del demandante que no tiene abogado, es): RONALD E. FAULK (818) 637-2003 (818) 637-2387 LAW OFFICES OF RONALD E. FAULK 601 EAST GLENOAKS BLVD. GLENDALE, CA 91207-1750

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 161-Escort  
 165-Massage  
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 314-Hotels/Motels  
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 320-Commercial  
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