

Beverly Hills Weekly

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Issue 489 • February 12 - February 18, 2009

Beverly Hilton sues Southwest Homeowners President for campaigning against Measure H

Suit seeks \$4 million in damages from Ken Goldman
for alleged 'malpractice'



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letters & email

“BHEA endorses Brien, Maas, Mirisch” [Issue 488]

Willie Brien. Virginia Maas. John Mirisch. These are the candidates that the teachers of

Beverly Hills are endorsing for City Council. How did our association arrive at this recommendation and why are educational employees taking an interest in this city election?

For most of this current decade, BHEA did not play an active role in either school district or city politics. However, our district made many administrative decisions in the middle of this decade that we believe could have been better, particularly in the area of administrative personnel choices. We have also felt an increasing sense of isolation, a shifting workplace environment where our views as professionals are not being incorporated into decision-making. In the fall of 2007, teachers decided that it was time for us to use our collective voice to speak to the community about these issues. We endorsed both Steven Fenton and Brian Goldberg for the school board and in November of 2007, Beverly Hills voters elected both of them.

Now here we are a little more than a year later. The city and the school district share a close, mutually beneficial relationship. Rather than operating in separate worlds, decision-making in the city affects the district and vice versa. Teachers recognize this. Last month, we conducted face-to-face interviews with the nine candidates who sought our endorsement in this election. We asked the candidates their opinions on communication, joint use of district facilities, labor relations, the local press, and the issue of public versus private schools. We followed an objective process that focused on candidates' positions and records on the issues that matter to us as educators. We offer to you, the Beverly Hills voters, our

conclusions through the endorsement of Brien, Maas, and Mirisch.

Teachers know that education is one of several important topics that the Beverly Hills electorate must consider when choosing the next City Council. BHEA is excited about playing a role in this important process. Willie Brien, Virginia Maas, and John Mirisch bring a healthy mix of political experience, fortitude, and willingness to challenge the status quo. This is good for the city and, by extension, good for our schools.

Christopher Bushée
President, Beverly Hills Education Association

WHAT'S ON YOUR MIND?

You can write us at:
140 South Beverly Drive #201
Beverly Hills, CA 90212

You can fax us at:
310.887.0789

email us at:
editor@bhweekly.com



SNAPSHOT



PUBLIC NOTICE

NOTICE THAT ALL BALLOTS FOR THE GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, MARCH 3, 2009 WILL BE COUNTED AT A CENTRAL COUNTING PLACE

The City Clerk of the City of Beverly Hills has authorized that City Hall Council Chambers is designated as the central place to count the ballots for the General Municipal Election to be held on Tuesday, March 3, 2009.

BYRON POPE, CMC
City Clerk



GOOD SHEPHERD SAYS THANKS CHARLEVILLE BOULEVARD

Good Shepherd School paid tribute to the Beverly Hills Fire Department and Police Department by inviting representatives to join them for a school assembly and tour during National Catholic Schools Week last month. Students presented the firefighters and police officers with certificates of appreciation for their outstanding service to the community.

Pictured (l-r): Good Shepherd School students Mara Weinstein (first grade), Saige Gernhauser (first grade) and Lauren Sanchez (third grade) Back row (l-r): Captain Timothy Hayes, Engineer Amy Horst, Firefighter Robert Trevett and Firefighter Chris Slates, all from Station 3, show their appreciation to members of the Beverly Hills Fire and Police Department.

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briefs



Brucker won't take position on controversial BHUSD permit issue

Mayor Barry Brucker, a former Board of Education member, says he has no position on the controversial BHUSD permit policy that recently

has been at the heart of several heated Board meetings.

"I do not have a position on it because I don't want to meddle unless I am asked by [the Board of Education members]," said Brucker in an interview.

Experts expect that within two years the BHUSD will become Basic Aid, in which the district would be funded by a flat-rate from local property taxes instead of by per-pupil state money. Resident parents are concerned that their property tax dollars will be subsidizing the education of out-of-district permit students, whose costs are currently covered by state funding. Permit parents say their children have made a home at the BHUSD and deserve to matriculate with their classes.

The five Board members are also split about whether to continue allowing opportunity permits in the district. Board members Steven Fenton and Brian Goldberg favor phasing out opportunity permits at natural educational breaks. Board of Education President Nooshin Meshkaty, Vice President Myra Lurie and member Myra Demeter favor grandfathering oppor-

tunity permit students currently in the BHUSD until they matriculate through 12th grade.

Brucker chaired the campaign of Board of Education Vice President Myra Lurie. He will likely chair current President Nooshin Meshkaty's November reelection campaign.

"[Once a district enters Basic Aid, permits] basically become a scholarship. And that is obviously a concern of residents who have moved to Beverly Hills and maybe downsized on their home because they wanted to make certain their kids could attend Beverly Hills schools," said Brucker.

Many resident parents, also, believe that the permit issue is not just a school concern.

"There is no doubt that [schools] are tied to the city. Schools fall under services" like police and fire department protections, said Beverly Hills resident and BHUSD parent Alma Ordaz, who believes the value of the city is predicated in part upon the quality of those services.

While Brucker conceded that the two are intricately linked, he still deferred decision making to the Board.

"I have a tremendous amount of faith in how the school board is coming together on a very complex issue. I think what the school board needs to do is to continue to dialogue and put all the options on the table and recognize no one is going to be 100 percent pleased with their decision but they are elected to make the tough decisions," said Brucker.

Brucker says he has offered to Meshkaty for the Board of Education liaisons meet with City Council liaisons on schools to "sit down and dialogue with the school board to discuss how the city issues are affected by the decision."

Meshkaty says she was not approached

by Brucker on this issue but that the two sets of liaisons typically meet five or six times a year to discuss issues that affect both the school district and the city, like construction projects or traffic.

So does Brucker think the BHUSD should continue issuing opportunity permits after Basic Aid?

"If you're talking about [issuing] new permits, if a school becomes Basic Aid, I would have a good deal of difficulty going that route. I think the community would have a difficult time justifying that," said Brucker. "But there may be some other considerations that might play a role: What do you do about employee kids? What about meeting a certain threshold number of students to allow for adequate programming?"

Two more Council candidates forum announced

The Iranian American Parents Association and the Teen Beverly Hills Education Foundation (BHEF) each recently announced it will sponsor a City Council candidates forum next week.

The Iranian American Parents Association event will be held on Feb. 16 from 5 to 7 p.m. at Aram Restaurant, 138 S. Beverly Dr. For more information, call (310) 286-1480.

Eighth- through 12th-grade BHUSD students will conduct the Teen BHEF forum and ask questions related to their concerns. The forum will be held at Beverly High's Science and Technology Building in The Jon Cherney Lecture Hall on Feb. 18 from 5 to 7 p.m.



J Guidetti

Beverly High searches for new asst. principal

The BHUSD has begun paper-screening the 116 applications for Beverly High's new assistant principal this week, according to principal J Guidetti.

Since Toni Staser's promotion from the number two seat at Beverly High, the BHUSD has been searching for a new assistant principal for the 2,400-student school.

The assistant principal position was listed on EdJoin, an educator's job board for California. The



Toni Staser

job description reads that the vice principal will be "responsible for the planning, coordination, and directing of activities and pro-

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NOTICE OF COMMITTEE VACANCIES

GROUNDWATER MANAGEMENT PLAN TECHNICAL COMMITTEE

The Beverly Hills City Council is seeking qualified applicants to fill one technical vacancy and one non-technical vacancy on the Groundwater Management Plan Technical Committee. Although residency is NOT a requirement for the technical position, qualified residents are encouraged to apply. The initial term of office is for two years. At the discretion of the City Council, the Committee members may be reappointed to a second term of four years. Each appointee will be required to file an initial and an annual "Statement of Economic Interests" financial disclosure.

In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Public Works & Transportation. Please DO NOT contact the City Councilmembers or the Groundwater Management Plan Technical Committee members regarding these vacancies.

Application forms for the Groundwater Management Plan Technical Committee, along with background information and filing details are available for pickup in the City Clerk's Office, Room 290, 455 N. Rexford Drive, or call 310.285.2400 to receive an application and information by mail or by e-mail.

The deadline for filing applications for this Committee is Friday, March 27, 2009 at 5:00 p.m.

BYRON POPE, CMC
City Clerk



NOTICE OF NOMINEES FOR PUBLIC OFFICE

NOTICE IS HEREBY GIVEN that the following persons have been nominated for the offices designated to be filled at the General Municipal Election to be held in the City of Beverly Hills on Tuesday, March 3, 2009.

For Member of the City Council

Vote for no more than three

John A. Mirisch
Virginia A. Maas
Richard A. Stone
Linda J. Briskman
William [Willie] Warren Brien
Barry Brucker
Fran Cohen
Nili Nathan
Brent C. Lilley
Michael Hakim
Abraham C. Ross

For City Treasurer

Vote for no more than one

Eliot Finkel

Measure to be Voted On:

Measure "P":

"Shall the ordinance updating the city's business tax regulations to more closely conform with the regulations of surrounding cities and increasing Beverly Hills' general tax revenue for its services and operations by converting the flat tax on oil companies per barrel of oil extracted from the City and the flat tax on certain businesses based on the number of employees, to taxes based on the gross receipts or gross payroll of these businesses, be adopted?"

YES

NO

City Clerk



NOTICE OF POLLING PLACES

NOTICE IS HEREBY GIVEN that at the General Municipal Election to be held in the City of Beverly Hills on Tuesday, March 3, 2009, there shall be ten voting precincts consisting of consolidations of the regular election precincts in the City established for the holding of state and county elections, and that the polling places for the respective precincts shall be the places designated below and the language other than English in which assistance will be provided.

Voting Precinct 1, comprising regular election precincts 1 and 6
Polling Place: Beverly Hills Hotel, Sunset Room, 9641 Sunset Boulevard
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 3, comprising regular election precincts 3 and 4
Polling Place: Coldwater Canyon Park, 1100 N. Beverly Drive
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 5, comprising regular election precincts 5, 8 and 9
Polling Place: Hawthorne Elementary School, Auditorium, 624 N. Rexford Drive
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 10, comprising regular election precinct 10
Polling Place: El Rodeo Elementary School, Clubhouse, 605 N. Whittier Drive
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 12, comprising regular election precincts 2, 12, 13, and 16
Polling Place: City of Beverly Hills – City Hall, Room 1B, 455 N. Rexford Drive
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 18, comprising regular election precincts 18, 20 and 46
Polling Place: Beverly Hills BMW, Main Showroom, 8833 Wilshire Boulevard
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 21, comprising regular election precincts 11, 21 and 23
Polling Place: School District Office, Board Room, 255 S. Lasky Drive
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 25, comprising regular election precincts 25, 26 and 36
Polling Place: Beverly Vista Elementary School, Multi-Purpose Room, 200 South Elm Drive
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 30, comprising regular election precincts 30, 41 and 47
Polling Place: Horace Mann Elementary School, Auditorium, 8701 Charleville Boulevard
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

Voting Precinct 33, comprising regular election precincts 33, 37 and 39
Polling Place: Roxbury Park, Clubhouse, 401 S. Roxbury Drive
Accessible to Handicapped: Yes
Assistance will be provided in: Farsi

The polls will be open between the hours of 7:00am and 8:00pm.

BYRON POPE, CMC
City Clerk

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grams related to the administration of the high school according to state and district mandates.” The deadline to apply was on Monday.

Guidetti said he has not seen all the applications but estimates there will probably be around five internal candidates for the position.

Staser is the second assistant principal to leave Beverly High this year. Amy Golden left for a position as director at the Quarry Lane School in Dublin, Calif., last year. Golden was replaced by Kelly Tabis, from Santa Monica-Malibu Unified.

Staser was promoted to the Beverly Hills Unified School District offices as Child

Welfare Coordinator last month. She has splitting been her days between the high school campus and district office until a replacement is hired for her at Beverly.

The assistant principal salary is listed on EdJoin in the \$95,260 to \$112,994 range.

The district is still searching for a director of student support services and special education, who would oversee student assessment and special education administration.

There’s still time to register and order vote-by-mail ballots

Residents who still need to request a vote-by-mail ballot for the March 3 municipal election have until Feb. 24 to do so and

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NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the City Council of the City of Beverly Hills, at its regular meeting to be held on **Tuesday, February 17, at 7:00 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, California, will hold public hearing to consider:

AN ORDINANCE OF THE CITY OF BEVERLY HILLS REGARDING THE APPLICABILITY OF PARKING AND LOADING STANDARDS TO CERTAIN NONCONFORMING COMMERCIAL STRUCTURES IN THE C-3T-2 ZONE ON OLYMPIC BOULEVARD BETWEEN REXFORD DRIVE AND ROBERTSON BOULEVARD

When the use of an existing, nonconforming structure of 12,000 square feet or more is intensified in the aforementioned portion of Olympic Boulevard, the new use would be required to comply with current parking and loading standards set forth in Chapter 3 of Title 10 of the Beverly Hills Municipal Code. Where there are difficulties in meeting the current parking and loading standards, the ordinance would allow an applicant to seek the approval of the Planning Commission through the City’s Development Plan Review public hearing process for deviation from the standards.

The proposed ordinance has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. Staff has determined, and the Planning Commission concurred, that the proposed ordinance is exempt from the environmental review requirements of CEQA pursuant to Section 15061(b)(3) of the State CEQA Guidelines, as the ordinance does not authorize construction and, in fact, imposes greater restrictions on certain development in order to protect the public health, safety, and general welfare. Furthermore, staff has determined that the ordinance qualifies for a Categorical Exemption (Section 15308 of the CEQA Guidelines), Class 8, “actions by regulatory agencies for the protection of the environment,” because the ordinance would protect neighborhoods from impacts associated with intensification of commercial uses. Therefore, under the authority provided by the CEQA Guidelines, no significant environmental impacts are anticipated.

The City’s Planning Commission conducted a duly notice public hearing on January 29, 2009, during which it considered the draft ordinance. The Planning Commission recommended that the City Council adopt the ordinance with certain modifications.

At the public hearing, the City Council will hear and consider all comments. If you challenge the Commission’s action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City, either at or prior to the public hearing.

If there are any questions regarding this notice, please contact the Planning Office at (310) 285-1123. Copies of the proposed zoning regulations, staff reports, and other documentation are on file in the Planning Office, and can be reviewed by any interested person at 455 North Rexford Drive, Room 140, Beverly Hills, California 90210.

Byron Pope, CMC
City Clerk

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those who haven't registered to vote have until Feb. 17, according to City officials.

To verify voter registration status or for information on where to vote, go to www.lavote.net or call (800) 815-2666. For information relating to the March 3, 2009 Municipal Election, contact the City Clerk's Office at (310) 285-2400 or visit www.beverlyhills.org/election

Alleged Beverly Vista predator arrested

A man police suspect of attempting to seduce at least two Beverly Vista students into his car late last year was arrested by Beverly Hills Police last week.

Forty-year-old Javier Arturo Guzman, of Venice, was taken into custody on suspicion of annoying a child under 18 and possession of child pornography.

Police say Guzman first approached a Beverly Vista middle school student and tried to engage her in conversation in October. Within the next month, he was spotted on several occasion taking photographs of children at the school and attempting to talk with another student.

The Los Angeles District Attorney's Office filed one felony count for child pornography and two misdemeanor counts for annoying a minor against Guzman on Feb. 4. He was transferred into the custody of the Los Angeles Sheriff's Department, where he is being held in lieu of \$75,000 bail.

Renowned composer Adler to perform at Temple Emanuel

Composer Samuel Adler will be featured

in the Kabbalat Shabbat service as part of Temple Emanuel's Synaplex, an innovative national initiative aimed at engaging more young people with the temple.

The service will present Adler's music, which will be performed by the Los Angeles Zimriya Chorale and conducted by the world renowned composer himself. Adler will also give a "musical sermon," in which he will incorporate song into his lecture.

German-born Adler was music director of Temple Emanu-El in Dallas from 1953 until 1966. Adler has served on the faculty of The Juilliard School and at Eastman School of Music. Adler has received many awards including a American Academy of Arts and Letters, the Charles Ives Award, and the Lillian Fairchild Award, the MTNA award for Composer of the Year.

This special Shabbat service is on March 6. Adler will also speak the next morning during the New Emanuel Minyan services at 10 a.m.. For more information, contact Tanya at (310) 288-3737 ext. 232 or Tanya@tebh.org or go to www.tebh.org



Ray Bradbury

Acclaimed author Bradbury to speak at BHPL tomorrow

Award-winning fiction writer Ray Bradbury, author of "Fahrenheit 451," will launch his new book at The Beverly Hills Public Library tomorrow in connection with this month's New Short Fiction Series.

Bradbury will conduct a pre-reception book signing for his newest work titled

"We'll Always Have Paris" from 6:30 to 7:30 p.m., on a first-come first-serve basis by reservation only.

Produced in cooperation with HarperCollins, the New Short Fiction Series will begin at 8 p.m. in the library, 444 N. Rexford Dr. Reservations are required along with a \$10.00 donation. For reservations, call (323) 622-7900. For more information, call (310) 288-2220 or visit www.beverlyhills.org



Mahdi Aluzri

Aluzri returns, appointed Assistant City Manager

As first reported by BH Weekly columnist Rudy Cole last year, Mahdi Aluzri, former Beverly Hills director of Community Development, will be returning to the city to hold a newly created position as Assistant City Manager for Economic Sustainability, announced City Manager Roderick Wood this week. Interviewed in Issue 377, Aluzri will begin in early March.

In his new role, Aluzri will join the City Manager's office in a newly created position to achieve progress on a several initiatives designed to sustain the strength of the Beverly Hills economic base. Primary among these are initiatives which will attract and retain the best businesses to available space in the City, and to effectively market Beverly Hills to maximize business sales and success.

Most recently, Aluzri served as Deputy

City Manager/Community Development for the city of Rancho Cucamonga. Prior to that role, Aluzri served for 17 years with the City of Beverly Hills, joining the City in 1989 as plan check supervisor. He was promoted to deputy director and director of the Planning Department, and was named Director of Community Development in 2002. Prior to working for the city, Aluzri was an associate structural engineer for the City of Los Angeles.

City officials denied Cole's report when last year he first predicted Aluzri's return.

Two BHUSD buildings receive awards for excellence

The Beverly Hills Unified School District's Science & Technology Center Building at Beverly Hills High School and Beverly Vista's Building B have both received awards for excellence from the Leroy F. Greene Foundation.

The Science & Technology Center Building, designed by LPA Inc., was awarded the Leroy F. Greene Award of Excellence for Specialized Facilities. The Building B project designed by Dougherty & Dougherty was awarded a Leroy F. Greene Award of Honor.

The awards will be presented at the annual Coalition for Adequate School Housing (C.A.S.H.) Conference, in Sacramento on Feb.25, 2009.

LPA Inc. is currently the project architect for the Beverly Hills High School Renovation/Reconfiguration project and Dougherty & Dougherty is currently the project

Re-elect

BARRY BRUCKER

for Beverly Hills City Council



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DURING THESE CHALLENGING ECONOMIC TIMES EXPERIENCE, LEADERSHIP & INTEGRITY DO COUNT! THAT'S WHY WE MUST RE-ELECT BARRY BRUCKER!

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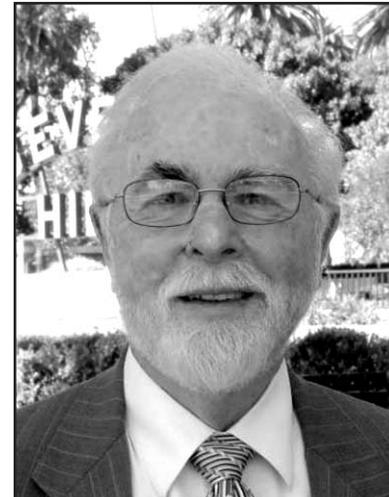
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from the hills of beverly



Selected Short Subjects and Another Local Hero

By Rudy Cole

Checking the cable television listings for Tuesday, the premium – extra costs stations, had 12 movies in prime time of which eight had two or one star, four had three and none four, and for this we are paying the big bucks?

Or did “Big Dome” grab you?

In fact, the best movies can now be found on “TCM” which had three movies with four and three stars.

Which brings us to the most horrendous waste of talent imaginable – “The United States of Tara” an “original” on Showtime.

If you saw “Little Miss Sunshine,” you know that **Toni Collete** is indeed an exceptional actor. Now, in this derivative story of a homemaker/mother with multiple personalities, she labors valiantly to save an ill-conceived debacle which credits **Steven Spielberg** for the concept.

Joanne Woodward did it first and far more credibly in “Three Faces of Eve,” the 1957 film that **Nunnally Johnson** wrote and produced. But do I really want to see or believe Toni turn into a pugilistic boy type dukeing it out with a family detractor? Not more than once.

The alternatives are not that palatable. The long running “The Bachelor” is beyond sexist. Here we have a small platoon of attractive young women competing to win the love, approval and that “Rose” from the show’s star.

The “bachelor” just sits there and waits for these women to throw themselves at him – he is not even remotely required to gain their approval.

What a marvelous message about relationships we are teaching young women.

It’s a competition, nothing more. The women want to “win.” There was one sign of hope. In the current series, one of the contestant’s families refused to be shown on camera.

Now, if you want happy news, Channel Five morning news is for you. In a five minute segment Monday I timed three minutes of giggles, two of reporting. This from a station that once had the late **Hal Fishman** as news director. These “anchors” certainly know how to amuse each other, if not their audience.

And what is this fascination with car chases? Monday the news programs had two. Channel Nine finally gave up after one chase

came to an end with the driver refusing to leave his car. But for at least a half hour, the helicopter camera focused on the parked car and the parked police vehicles. They and the other stations were not there when it ended in the tragedy of a suicide. Both chases had about two paragraphs in The Times.

Speaking of the Los Angeles Times, they still have problems with geography and the use of telephone directories. A recent effort to locate a school board member led them to the voter registration lists which had the cell phone number of the board member’s son. The young man, now attending school back east, was a little surprised to hear the voice of a reporter looking for his mother. A simple dialing of 411 would have been easier.

One television station also had directory assistance issues. Naturally, when the eight baby births made news, the station could not wait to make sure we knew it was a “Beverly Hills Doctor” who may have been the physician involved in the fertility treatment.

The station’s reporter must have had a very old directory because they reported that the physician, **Dr. Michael Kamrava**, had “moved” from his “Beverly Hills office.”

However, his old office was actually not in Beverly Hills, but that too is an interesting story. The doctor used to have offices, as did the clinic with which he is associated, at 250 North Robertson. Somehow, the owners of that building, which is higher than our codes would have permitted, managed to convince the post office to give them a Beverly Hills zip and address even though it is in Los Angeles. The same owners have an adjacent structure, although only two stories, at 200 North Robertson. A phone call to one of the other doctors still in the 250 building, mostly now leased by Cedars-Sinai, claimed they were in the city of Beverly Hills. Need to check if they are paying taxes to our city or Los Angeles. By the way, this whole annexation by address change once drove community activist **Ed Kushner** to file a protest. Ed now lives near Solvang, so he stopped bugging the post office.

For the benefit of the tv reporter, the doctor they reported as no longer being in that office, is actually at 9730 Wilshire, one of our oldest medical buildings and is listed in newer directories and 411. Hard reporter detective work did it.

The Times coverage of our on-going student permit issue was balanced, as was a Channel Seven report the following day. Not the media’s fault that this continuing community debate makes us seem elitist and divided.

This is one issue that could be described reasonably as having two sides that are both totally right. What is not good is the failure to bring the permit problem to a rational conclusion.

Let’s try to separate the questions involved without all the political and emotional appeals that have divided the school board for many years:

Our school district has long had many kinds of permits for out of district children. Some were for cultural and diversity, others for people who worked here and had a hardship in

taking their kids to schools, another was for school or city employees and, the more recent, something called “opportunity” permits. Many of these are still in place, but not all.

The current debate is what to do with the “opportunity” permits. There is almost no disagreement: Even though there may be some financial benefits from permits issued to parents who live outside our city, and this money matter is open to debate, the program should be stopped. Understandably, parents who may well have made great sacrifices to find or keep a home in our community, can not look with favor on those who live outside the city and manage to place their children in our schools.

The whole idea of community schools, controlled by school boards elected by legal residents, is diminished by non-resident enrollment. On the other hand, sense of community does justify encouraging city staff, especially our police and fire personnel, to enroll, with board approval, their kids in city schools.

But what about the kids here because of the “opportunity” permits? These students did not enter illegally, the parents did not use some phony address to skirt our rules and many have become very involved and supportive of the school district. They played by the rules.

Maybe this was a big mistake, but that was not the fault of the parents and certainly not of the kids now in our schools. The only remaining issue is when and how the kids now in the program should be made to leave, if at all.

Compromises seldom please anyone, but a rational and human solution needs to be adopted, now. Some of the proposals would allow kids to complete certain grades in both elementary and high school. Not good enough and not sufficient, compassionate concern for the very innocent students whose educational lives would be disrupted.

Totally exempt from removal should be students with siblings in higher grades able to stay longer. Under no circumstances should we disrupt families. The second method would require intense counseling. Each permit student’s family should be given the opportunity to argue for continuation.

If the student has issues with traveling to school, has not done well academically or has behavior problems, they should be “encouraged” to return to their own neighborhood school.

Obviously, few permit parents will voluntarily agree to leave the district, but the effort should be made.

Although this is hard to argue, the financial impacts of either losing or gaining from out of district permits, should not be as important as the trauma of having to go to another school will be on the kids – the reason every effort should be made to allow those in the system to graduate.

Neither side on this issue has been all that responsible. Some of the wild accusations thrown at board members who want to abort the program have been far too acrimonious. On the other hand, kicking out kids who are here legally and who have not violated any rules is not something anyone can say with any degree of certainty is reflective of community attitudes. It’s simply not in our traditions not to place all children’s interests ahead

“What is the best investment Beverly Hills can make?”



John Mirisch
...believes that Beverly Hills itself is our City’s best investment. Land banking. Historical preservation. New infrastructure.

Land banking could give John’s friends Truman and Dashiell a new Beverly Hills dog park.

Mirisch for City Council

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of everything else.

Place blame on those who originally approved the program.

So far, our city election has produced a gigantic yawn. You might still want to wait before you return your absentee ballot and hopefully some of the candidates will give us some more compelling reasons to vote. For what it's worth, I will give my own recommendations next week.

Despite all the frantic appeals to defeat Measure P, my own mail and calls are running strongly in favor. Maybe because I still think P is critical. More about this next week, but even though approving any tax increase during this economic calamity is troublesome, this is precisely the time we will want to make sure our own city continues to have the ability to protect us and maintain the best standards of city services. Basic for argument: Impact only a few tax payers and those will be taxed more fairly, and still means that, even with "P," our taxes will be at least five percent less than Los Angeles in EVERY category!

Nice note from the principal of the Good Shepherd School, **Terry Miller** who disputes some of last week's column about changes in both the school and the church.

Ms. Miller is the first lay (non-Nun) principal of Good Shepherd and, according to parents of the school, is both able and responsive. She said our report that the school will reduce grades and enrollment is not accurate. (We said that another nearby school would absorb these reduced grades.) However, parents with children in her school say this is not what they have heard.

The school principal also says that Good Shepherd Church will not be "merged" with St. Timothy's in West Los Angeles. Depends what you call "merge." True, according to the archdiocese, both will remain operative, but they will share one pastor. Sounds like a kind of merger to me.

Our report also said that Father Colm O'Ryan was retiring – some reported this was entirely voluntary and that he wanted to retire and other church members said he was being told to retire. Somewhere between the two is factual. I spoke to the veteran priest who was accepting the retirement, but he also told me it was the decision of the Cardinal. Father O'Ryan will continue to live on church property but his pastoral duties will be assumed by a priest not yet named.

One very positive note: Principal Miller wants the school to be more involved in the community and is anxious and willing to reach out, including an invitation to this

reporter to make a tour and visit.

Another positive note: The Church bulletin had some very strong words separating them from the views of the recently reconstructed English bishop who denied the holocaust. Good for them.

Sad news department: My long time friend and a mammoth pillar of good in our fire department and our community, Battalion Chief **Ed Le Fougé** died this week after a sudden illness.

Chief Eddie knew Beverly Hills and its people and they knew and respected his deep commitment to our safety. He symbolized what was best in our strong relationship with our protective services.

Services will be held today. For information, call Bereavement Officer Capt. **Paul Morgan** at the fire department. I know the city council will want to honor and his memory in some appropriate manner. He will be remembered and missed.

LOCAL HERO: **Larry Schwimmer** is one of those quiet guys who goes about serving where he can without seeking attention or appreciation. I first met him when he led Temple Beth Am and he helped maintain that venerable religious entity's long history of religious and community service. He did it with grace and dignity.

However, he earns the LOCAL HERO nod for a great program he leads, again without much fan fare: It's called "Score." What "Score" does has enormous value for those who participate. It counsels and advises small business on how to succeed and our community Score works through and with the Chamber of Commerce.

Score is an acronym for "Service Corps of Retired Executives" and is a national program with 10,500 members who are a resource associated with the United States Small Business Administration. Our local counseling sessions are held every Friday at the Chamber under Larry's tutelage. Not just group seminars, but one on one help on everything a small business owner needs to know. You can learn more by calling the Chamber at 310.248.1000. A help service that does work and makes life and times easier for those with business issues. Our tip of the Hero hat to Larry for bringing this to his own community.

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

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Second Half Free Kick Gives BHHS Boys' Soccer Team Victory Over Santa Monica

Norman girls' soccer team edges Culver City.

By Steven Herbert

The Beverly High boys' soccer team completed its first season sweep of Santa Monica in Steve Rappaport's 21 seasons as coach with a 1-0 victory in an Ocean League game Friday at John Adams Middle School in Santa Monica.

Daniel Kohen scored on an estimated 35-yard free kick in the 53rd minute and goalkeeper Nathan Forrest made five saves, including what Rappaport described as "a great, diving save on a penalty kick with 10 minutes to play, for the shutout in his first game since suffering a knee injury Jan. 7 in a 2-1 loss to South Torrance.

The Normans (8-13-2, 4-4 in league play) led 6-5 in shots.

"We controlled the flow of the game," Rappaport said.

Kohen, Erik Munzer, Forrest, Will Byun and Charlie Kelman drew praise for their play from Rappaport.

Beverly Hills' 1-0 victory Jan. 21 at Nickoll

Field was their first over the Vikings since a 2-0 win in a South Torrance Tournament game in December 1991, Rappaport said.

The two teams did not play for nine seasons because they were in different leagues.

Rappaport said he was "basically" hired as coach after the Normans lost to Santa Monica 8-0 and 11-1 the preceding season and a change was needed "because of the embarrassment with Santa Monica."

Beverly Hills 4, Culver City 1

Munzer scored twice as the Normans played what Rappaport "definitely our best game of the season" in an Ocean League game at Nickoll Field Jan. 28.

Munzer scored his first goal in the 30th minute off Romeo Patroni's assist, nine minutes after Ryan Pugh opened the scoring for the Centaurs.

Beverly Hills took the lead for good in the 48th minute when Kelman scored after steal-

ing the ball from Culver City goalkeeper Miguel Ramirez Romo.

Munzer scored his second goal in the 64th minute. Russell Sternshein scored for the Normans in the 80th minute off Kohen's assist.

Beverly Hills led in shots 14-8. Norman goalkeeper Jonas Brock made seven saves, including making what Rappaport called an "incredible" save on 75th-minute penalty kick.

"The whole team actually stepped up," Rappaport said. "We got into a rhythm definitely led by Munzer."

Kohen "had a great game," and Mariano Gonzalez was "spectacular in the midfield," said Rappaport, who also praised Kelman's play.

Inglewood 4, Beverly Hills 2

The Normans "were outclassed" in an Ocean League game at Nickoll Field Jan. 30, Rappaport said.

"They just got on top of us real early and exposed our weaknesses," Rappaport said. "We tried to scramble back, but they were just on top of us. They played an outstanding game."

The Sentinels took a 2-0 lead on goals in the fourth and 17th minutes. Munzer headed in a long throw in from Kohen in the 23rd minute, cutting the deficit to 2-1.

Inglewood increased its lead to 4-1 with goals in the 34th and 45th minutes. Gonzalez scored on an approximately 25-yard shot in the 46th minute, also off an assist by Kohen.

Beverly Hills led in shots 15-9. Brock made five saves.

In the second half, Sentinel goalkeeper Christian Guevara "made two great saves," Rappaport said.

"We just didn't have the luck of putting it in when we hit a good shot," Rappaport said. "Every opportunity they had, they put away."

Munzer, Kohen and Parsa Peykar drew praise from Rappaport for their play.

Hawthorne 2, Beverly Hills 1

Josh Newman scored on a rebound in the 46th minute after the Normans allowed goals in the ninth and 36th minutes of an Ocean

league game at Hawthorne Feb. 4.

"In the first half, we were half a step slow," Rappaport said. "They completely controlled the first half."

"Second half was the opposite kind of game. We completely controlled the second half. Unfortunately, they scored two and we only scored one."

Beverly Hills led 11-8 in shots. Brock made six saves.

Munzer and Willie Woods were "solid the whole game," and Newman "had a really good game," Rappaport said.

What's Next?

The Normans are scheduled to conclude the regular season tonight by playing at Culver City in an Ocean League game beginning at 6 p.m.

Girls' Soccer

Beverly Hills 3, Culver City 2

Morgan Harding scored the game-winning goal in the 74th minute off a cross from Nicole Star in an Ocean League game at Culver City Jan. 28.

Harding had given Beverly Hills a 2-1 lead in the 36th minute, stealing a pass and scoring on a rebound after her initial shot was stopped.

Harding's second goal came six minutes after the Centaurs tied the score 2-2 on Jennifer Mair's goal.

The Normans opened the scoring in the 11th minute as freshman Tyler Fields took a through ball from Alexa Block and put a shot into the left corner of the goal.

Culver City tied the score eight minutes later on Lilianna Valverde's free kick.

Beverly Hills was outshot, 12-6. Norman goalkeeper Rebecca Gold made 10 saves.

"Harding was definitely the player of the game," Beverly Hills coach Ryan Franks said. "Sweeper Emily Litvak had an excellent game."

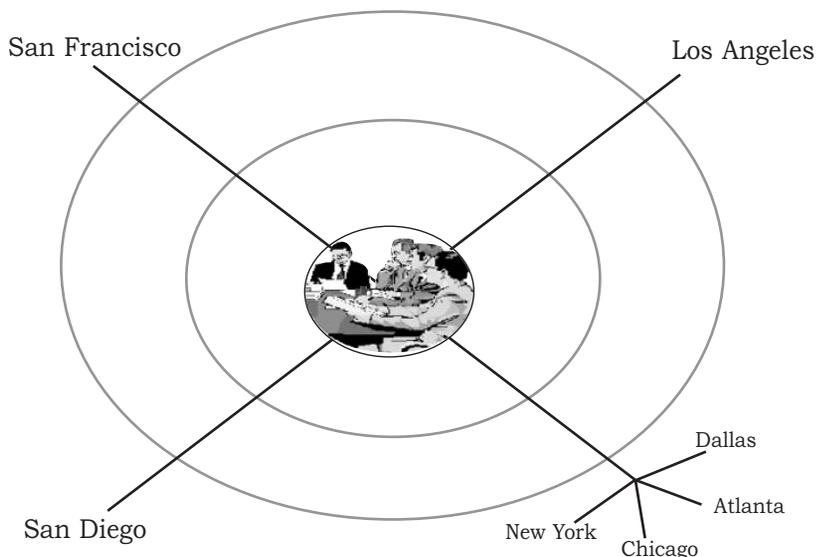
Steven Herbert has covered Beverly High sports for the Beverly Hills Weekly since 1999. He welcomes feedback and suggestions. He can be reached by e-mail at StvHerbert@aol.com, by telephone at (310) 275-7943 or by fax at (310) 273-4519.

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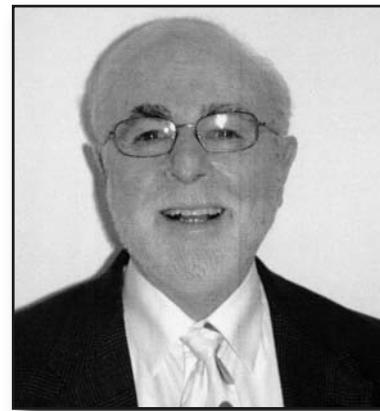
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Endorsement

To All Our fellow Residents: On election day March 3, 2009, and during the course of absentee balloting, let's join together and change the developer-oriented culture at City Hall and elect **John Mirisch and Richard Stone** who will put residents first! Once elected they will **Not** permit excessive commercial development that is characterized by the Wilshire corridor: high rise, high density and gridlock traffic generating projects.



John Mirisch and Family



Richard Stone

Statement of Endorsement

We seek to encourage the exercise of reason in our political dialogue. We care profoundly that those who represent us, those whom we elect, those to whom we grant our political power reflect the best of who we are.

We seek to refine our political expectations by encouraging moderation in our elected officials who always seem to be convinced that they are "right" in any and all matters of significant public concern or, for that matter, in any and all controversies. We support candidates who we believe not only will put forth reasoned positions in an open, free and democratic marketplace of ideas, but also will encourage, stimulate and engage respectfully differing opinions.

Presently, the intellectual and political conformity at City Hall breeds intolerance for dissent. More and more, we hear our fellow residents, who share our quality of life concerns and commitment to maintain and enhance our "village community", frustrated, disappointed and at times deceived by City Hall: frustrated by City Hall's dismissiveness of petitioning residents; disappointed with City Hall's sponsorship of excessive high rise, high density commercial development that generates gridlock traffic; and deceived by City Hall's embrace of developers and selective misrepresentations, particularly regarding traffic, parking and adverse environmental impacts.

This election affords the opportunity to change this anti-resident, pro-development culture. We need to turn out the incumbents, Linda Briskman and Barry Brucker. We also need to elect independent, resident-oriented leaders who have chosen to take well-reasoned public positions on issues of significant public concern.

We are hopeful that John Mirisch and Richard Stone will encourage free expression of opinion in support and in opposition of all that emanates from City Hall. We hope that they will enhance the dignity of the public office they will hold and restore credibility and confidence in our city government. We hope that there will be fair play restored to City Hall ensuring that our residents will be heard and treated with the same dignity and respect presently given developers.

Help us take back our City – Elect John Mirisch and Richard Stone to our City Council



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coverstory

BEVERLY HILTON SUES SOUTHWEST HOMEOWNERS PRESIDENT FOR CAMPAIGNING AGAINST MEASURE H

Suit seeks \$4 million in damages from Ken Goldman for alleged 'malpractice'

By Jacquelyn Ryan



Beny Alagem,
Chair of Oasis West Realty



Ken Goldman,
President of Southwest
Homeowners Assn.

In a surprising move, Oasis West Realty LLC, owner of The Beverly Hilton, is suing longtime Southwest Homeowners Association president attorney Ken Goldman for malpractice after he campaigned against the hotel's revitalization plan "Measure H" more than two years after he was employed by the company to help gain approval for the project.

The hotly contested Measure H successfully passed by a margin of 129 votes in November allowing The Beverly Hilton to add two condominium buildings and a Waldorf=Astoria hotel to the nine-acre property at the corner of Wilshire and Santa Monica boulevards.

But Oasis officials say they had to spend around \$4 million campaigning in favor of the measure to counteract its former attorney Goldman's efforts against the project and that the company has suffered from the "delay in commencement of the project." The company is seeking a minimum of \$4 million in damages.

The case is raising many complicated legal issues.

According to the complaint filed Jan. 30 by Oasis Realty's attorney Robert Barta, Goldman has engaged "in a series of acts of undeniable treachery and disloyalty" to the company after representing the Beverly Hilton in front of the City Council when seeking approval for the \$500 million expansion plan between 2004 and 2006.

Goldman says he has not been disloyal to Oasis and that the facts in the complaint are not totally accurate, but declined to comment further.

"I terminated my relationship with Oasis West two years before our City Council approved the project that became the subject of the referendum. After the Council's vote and referendum activities were begun by others, I simply exercised my rights as a citizen and resident of Beverly Hills. I did not

violate any duty of loyalty to Oasis West, or violate any duty to preserve the confidences of my former client," wrote Goldman in an e-mail. "I believe that this lawsuit against me and my law firm is without merit, and the case will be vigorously defended."

Oasis hired Goldman and his firm Reed Smith beginning in 2004 as counsel for obtaining amendments to the city's General Plan in connection with the Beverly Hilton redevelopment project. Goldman and his firm worked with the Hilton to gain approvals and entitlements for the project from the city Planning Commission, City Council and other officials until Spring 2006, when Goldman terminated his contract with Oasis for undisclosed reasons, according to the complaint.

The Hilton's project continued forward, without Goldman and Reed Smith, until it was approved with a 3-2 vote by the Beverly Hills City Council on May 12, 2008.

Shortly thereafter, Goldman along with dozens of other residents, and the Citizens Right to Decide Committee, voluntarily began campaigning against the Hilton project and successfully collected 2,574 valid signatures (more than the required 10 percent or 2,075 signatures of Beverly Hills registered voters) for a petition to put the project before the voters on the Nov. 4, 2008, presidential election ballot.

The complaint against Goldman includes as evidence a letter purportedly written and delivered by Goldman and his wife, Lori, to Southwest Homeowners Association members, which Goldman has previously estimated total around 450 homes, during the No on Measure H campaign.

"We stopped by to see if you would sign the Referendum Petition to overturn the City Council's recent approval of the Hilton plans," reads a portion of Goldman's letter included in the complaint.

"But for the disloyal conduct of Mr. Goldman and Reed Smith, Oasis would not have had to spend in excess of \$4 million to oppose the Petition and then to actively campaign for the approval of Measure 'H,'" reads the complaint. Other opponents of Measure H say they would have protested the project regardless of Goldman's involvement or opinion.

Oasis reported spending \$4.6 million for the "Yes on H" campaign in a 7,000-page campaign finance report filed with the Los Angeles County Registrar-Recorder. Oasis

paid Goldman and Reed Smith a total of \$60,000 for their services over two years, according to the complaint.

Oasis accuses Goldman and Reed Smith of "breach of fiduciary duty," "professional negligence" and "breach of contract."

"There is no more time-honored and fundamental responsibility owed by a lawyer to his client than the duty of absolute loyalty... This duty is so fundamental to the attorney-client relationship that it survives even after the termination of the lawyer's engagement," reads the complaint before it accuses Goldman and his firm of violating that duty.

Legal analysts are split on the implications of the lawsuit. Some think the case raises ethical questions; others feel the suit is a clear-cut retribution against Goldman.

Loyola Law School professor Sande Buhai, who specializes in professional responsibility, said this could be a tricky case.

"Let's assume you're a lawyer working for Texaco or Exxon Mobil and you work to get them permits to drill. Then you quit your job and move to the beach, where you see dead baby animals from an oil spill. You have a change of heart. Are you then prevented from becoming an environmentalist?" said Buhai, who has not read a copy of the complaint. "We would allow that. But this is more specific, about a specific project."

On the other hand, Buhai added, lawyers have a duty to avoid even the appearance of impropriety.

According to American Bar Association guidelines, a lawyer can not do anything directly adverse to a client and can never reveal any confidential information from their client protected by attorney-client privilege. (Exceptions are made for lawyers who suspect a client intends to commit physical harm and, ironically, to defend yourself against a malpractice suit.)

"[Goldman] would not be allowed to do [what he did] if he were doing it for a client," said Buhai.

For instance, a lawyer who represents a client in getting environmental permits to build a shopping center can not later represent neighboring residents seeking to oppose the rezoning based on those environmental permits, according to a model rule from the American Bar Association, which judges can use for guidance in deciding cases.

But as an individual, Goldman may be protected by his first amendment right to free

speech.

This case could hinge on an examination of "balancing rights as an individual versus your duties as a professional," according to Buhai.

First amendment attorney Doug Mirell, of the law firm Loeb and Loeb, sees the case in another way.

"This seems to be a fairly classic SLAPP [Strategic Lawsuit Against Public Participation] suit," said Mirell, who did not have a chance to read the complaint. A SLAPP statute is a "law that prevents someone from stifling others first amendment rights by requiring the plaintiff to prove essentials of the case" before the suit can proceed.

The statute was passed as a result of *Okun v. Superior Court*, which involved the late Erwin Okun of Beverly Hills, and others, after they protested the proposed use of the city's municipal land in the Industrial Area for private businesses in the late 1970s and early '80s.

"If all [Goldman] did is engage in conduct any ordinary citizen could have engaged in, without using his specialized legal expertise," he would be covered by the SLAPP statute, Mirell says. But if Goldman used his "legal expertise" while protesting the project, he may be held accountable. "Employment doesn't always have to be monetary."

Oasis Realty's lawsuit could have what Mirell called a "chilling effect," in which other citizen groups are intimidated from publicly protesting other projects by threat of a law suit. It's a key effect the SLAPP statute hopes to prevent.

Some speculate hiring Goldman was another way for Oasis to increase quiet acquiescence to the project.

"Oasis understood that Mr. Goldman's statement and opinions on City development matters bore significant influence on City Council member and the local citizenry, in particular, with the members of SHOA [Southwest Homeowners Association], whose members are particularly outspoken with regard to matters of development," according to the complaint.

Oasis lawyer Barta would not comment and Beverly Hilton spokesperson Marie Garvey said she could not comment on pending litigation.

Goldman has not yet filed a legal response to the suit.

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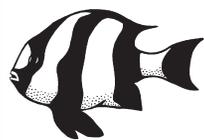
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The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 1/22/09, 1/29/09, 2/5/09, 2/12/09 - 58

FICTITIOUS BUSINESS NAME STATEMENT: 20090049981 The following person(s) is/are doing business as: JV CONSTRUCTION 8142 Loma Verde Ave. Canoga Park, 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 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: 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: 20090045150 The following person(s) is/are doing business as: INFINITY BUSINESS PROMOTION 10160 Mason Ave. Chatsworth, CA 91311 PARSOPACH SAETHANG 16857 San Fernando Mission Blvd. #32 Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Parsopach 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 ALEK-SANYAN 2161 Colorado Blvd. #104 Los Angeles, CA 90041. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Arshaluis Alek-Sanyan, 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 #4 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 Granada Hills, CA 91344 LILIANA MELGAR 9642 Hayvenhurst Ave. North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Liliana 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 - 65

FICTITIOUS BUSINESS NAME STATEMENT: 20090043911 The following person(s) is/are doing business as: G&A TURBO TRANSMISSION TOWING & AUTO CENTER 1300S. Glendale Ave. #A Glendale, CA 91205 GREK GHAZARY 1147 Rafael Ave. #1 Glendale, CA 91202. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Grek Ghazary, 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 LUNA MELGAR 9642 Hayvenhurst Ave. North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Michelle Luna, 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 - 67

FICTITIOUS BUSINESS NAME STATEMENT: 20090049990 The following person(s) is/are doing business as: RAMIREZ CAR SERVICE 1145 S. W. 51 Pl. Los Angeles, CA 90037 Flavio Ramirez 1145 S. W. 51 Pl. 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 - 57

FICTITIOUS BUSINESS NAME STATEMENT: 20090049983 The following person(s) is/are doing business as: CALI MOBILE RECYCLING SERVICE 6528 Hazeltine Ave. Van Nuys, CA 91401 JOSE G. ALVAREZ-GA 6528 Hazeltine Ave. Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Jose Alvarez-Ga, 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

This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk a new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 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 MICHELLE KEIN 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 MAGGIORE 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 10820 Beverly Blvd. Suite A5 337 Whittier, CA 90601 PRO PLAYERS, INC 10820 Beverly Blvd. Suite A5 337 Whittier, CA 90601. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Pro Players, 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: 1/14/09. 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: 200900010309 The following person(s) is/are doing business as: WOMEN'S PEACOCK CAMPION 800 So. Pacific City Hwy #342 Redondo Beach, CA 90277. INTERMACHACA AUTO SALE INCORPORATED 25500 Pacific Coast Highway 25500. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Intermachaca Auto Sale, 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: 1/13/09. 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 - 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 8334 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: 20090034425 The following person(s) is/are doing business as: ADVANCE SHOTCRETE PUMPING, T.I. CONCRETE PUMPING SERVICE; TROPICAL IMAGES 21836 Figueroa St. Carson, CA 90745 JOHN VALENCIA, 21836 Figueroa St. Carson, CA 90745. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: John Valencia, 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: 01/09/09. 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 - 74

FICTITIOUS BUSINESS NAME STATEMENT: 200900013121 The following person(s) is/are doing business as: FOX PAINTING 8525 Tobias Ave. #125 Panorama City, CA 91402 Edwin Valdez, 8525 Tobias Ave. #125 Panorama City, CA 91402. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Edwin Valdez, 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: 01/09/09. 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 - 75

FICTITIOUS BUSINESS NAME STATEMENT: 20090071798 The following person(s) is/are doing business as: MI CARBONERO #1 11644 Victory Blvd North Hollywood CA 91606 MI CARBONERO RESTAURANT INC. 11644 Victory Blvd North Hollywood CA 91606. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Jose Flores, President MI CARBONERO RESTAURANT INC. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 01/20/09. 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 - 76

FICTITIOUS BUSINESS NAME STATEMENT: 200900013121 The following person(s) is/are doing business as: FOX PAINTING 8525 Tobias Ave. #125 Panorama City, CA 91402 Edwin Valdez, 8525 Tobias Ave. #125 Panorama City, CA 91402. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Edwin Valdez, 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: 01/09/09. 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 - 77

FICTITIOUS BUSINESS NAME STATEMENT: 20090071799 The following person(s) is/are doing business as: MI CARBONERO #2 10720 Sepulveda Blvd. Mission Hills, CA 91345 MI CARBONERO RESTAURANT

INC. 11644 Victory Blvd. North Hollywood, CA 91606. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Jose Flores, President MI CARBONERO RESTAURANT INC. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 01/20/09. 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 - 78

FICTITIOUS BUSINESS NAME STATEMENT: 20090071800 The following person(s) is/are doing business as: CHEQUE FOOD 11161 Saitony Street Sun Valley, CA 91352 EZEQUIEL RAMIREZ, 11161 Saitony Street Sun Valley, CA 91352. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Ezequiel 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: 01/20/09. 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 - 79

FICTITIOUS BUSINESS NAME STATEMENT: 20090075851 The following person(s) is/are doing business as: KERWIN/TARGET DEVELOPMENTS 2039 Glencoe Way L.A. CA 90068 SHAWN KERWIN 2039 Glencoe Way L.A. CA 90068. BERNACADO TARGET 2039 Glencoe Way L.A. CA 90068. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: Shawn Kerwin, 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: 01/21/09. 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, 2/19/09 - 80

FICTITIOUS BUSINESS NAME STATEMENT: 20090075852 The following person(s) is/are doing business as: POLYSPHERE 7140 Bellare Ave. #13 North Hollywood, CA 91605 ARMEN KHATCHATOURIAN 7140 Bellare Ave. #13 North Hollywood, CA 91605. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: Armen Khatchatourian/Alexander Korovin, 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: 01/21/09. 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, 2/19/09 - 81

FICTITIOUS BUSINESS NAME STATEMENT: 20090075853 The following person(s) is/are doing business as: SMOKE INN 18551 DeARBorn St. #16 Northridge, CA 91324 HUSAM AYOUB 18551 DeARBorn St. #16 Northridge, CA 91324. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Husam Ayoub, 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: 01/21/09. 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, 2/19/09 - 82

FICTITIOUS BUSINESS NAME STATEMENT: 20090075854 The following person(s) is/are doing business as: GAYANES JEWELRY 615 S. Adams St. #18 Glendale, CA 91205 GAYANE MILITOSYAN, 615 S. Adams St. #18 Glendale, CA 91205. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Gayane Militsyan, 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: 01/21/09. 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, 2/19/09 - 83

FICTITIOUS BUSINESS NAME STATEMENT: 20090075855 The following person(s) is/are doing business as: WEST COAST SUPREME 13830 Bronnwich St. Arleta, CA 91331 FABRICE MONLOUIS 5400 Newcastle Ave. #32 Encino, CA 91361. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Fabrice Monlouis, 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: 01/21/09. 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, 2/19/09 - 84

FICTITIOUS BUSINESS NAME STATEMENT: 20090075856 The following person(s) is/are doing business as: ROAD AMERICA 24 HOUR ROAD SIDE ASSISTANCE 800 N. Alvarado St. LA, CA 90026. TATIANA ROSENBERG 1509 Courtney St. LA, CA 90046. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Tatiana Rosenberg, 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: 01/21/09. 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, 2/19/09 - 85

FICTITIOUS BUSINESS NAME STATEMENT: 20090075857 The following person(s) is/are doing business as: FIGARO'S PIZZA 20021 Roscoe Blvd. Winnetka CA 91306 RAMIN HASHEMI 5525 Beckford Ave. Tarzana, CA 91356. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Ramin Hashemi, 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: 01/21/09. 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, 2/19/09 - 86

FICTITIOUS BUSINESS NAME STATEMENT: 20090075858 The following person(s) is/are doing business as: LUXURY SHUTTLE 4821 Lankershim Bl. #F168 N Hollywood, CA 91601. MARTIN B. KAPANOV 676 Margraf St. Las Vegas, CA 89178. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Martin B. Kapanov, 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: 01/21/09. 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, 2/19/09 - 87

FICTITIOUS BUSINESS NAME STATEMENT: 20090071832 The following person(s) is/are doing business as: PRUDENT FINANCIAL SOLUTIONS LLC 20630 Saitony St. Winnetka, CA 91306. PRUDENT FINANCIAL SOLUTIONS LLC 22048 Sherman Way #103 Canga Park CA, 91323. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has not yet commenced business. Signed: Michelle Lee, Manager Prudent Financial Solutions 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: 01/20/09. 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, 2/19/09 - 88

FICTITIOUS BUSINESS NAME STATEMENT: 20090071833 The following person(s) is/are doing business as: OPI INC. 14355 Huston St. #220 Sherman Oaks, CA 91423. ORTEGA PRESERVATIONS AND INVESTMENTS, INC 14355 Huston St. #220 Sherman Oaks, CA 91423. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Caryl Ortega, CEO/Ortega Preservations and Investments, Inc. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 01/20/09. 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, 2/19/09 - 89

FICTITIOUS BUSINESS NAME STATEMENT: 20090071838 The following person(s) is/are doing business as: PRUDENT FINANCIAL SOLUTIONS LLC 20630 Saitony St. Winnetka, CA 91306. PRUDENT FINANCIAL SOLUTIONS LLC 22048 Sherman Way #103 Canga Park CA, 91323.

FICTITIOUS BUSINESS NAME STATEMENT: 20090071835 The following person(s) is/are doing business as: UNIQUE JUMPERS 8731 7 Lanekensh Bl. Sun Valley, CA 91352. BORIS AVEYANTS 600 Fischer St. #A Glendale, CA 91205. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed Boris Aveyants, 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: 01/20/09. 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: 1/20/09, 2/5/ 09, 2/12/09, 2/19/09 - 91

FICTITIOUS BUSINESS NAME STATEMENT: 20090071835 The following person(s) is/are doing business as: EVA'S EXPRESS FLOORS 2765 E. Olympic Bl. L.A. CA 90023. J. CLARKE, INC. 14242 Riverside Dr. Unit 10 Sherman Oaks, CA 91423. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: KF Elite, 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: 01/20/09. 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: 1/20/09, 2/5/ 09, 2/12/09, 2/19/09 - 92

FICTITIOUS BUSINESS NAME STATEMENT: 20090084179 The following person(s) is/are doing business as: INDEPENDENT TRUCKING 6830 Valmont St. Tujunga CA 91042. OVSANNA KARAPETIAN 6830 Valmont St. Tujunga CA 91042. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Ovsanna Karapetian, 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: 01/22/09. 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: 1/20/09, 2/5/ 09, 2/12/09, 2/19/09 - 93

FICTITIOUS BUSINESS NAME STATEMENT: 20090084180 The following person(s) is/are doing business as: FRETTY BODYWEARS 11421 Midwaypark St. Calabasas, CA 91302. VANNYKHON KHUON 940 New Depot St. #5 LA CA 90012. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Vannykhon Khuon, 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: 01/22/09. 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: 1/20/09, 2/5/ 09, 2/12/09, 2/19/09 - 94

FICTITIOUS BUSINESS NAME STATEMENT: 20090071836 The following person(s) is/are doing business as: IN HOLLYWOOD PRODUCTIONS 14144 Ventura Blvd. Suite #903 Sherman Oaks, CA 91423. VOICEOVER LA, INC 14144 Ventura Blvd. Suite #903 Sherman Oaks, CA 91423. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: VoiceOver LA, 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: 01/22/09. 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: 1/20/09, 2/5/ 09, 2/12/09, 2/19/09 - 95

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20090080638 Original file # 04-1779894 The following person(s) (have) abandoned the use of the fictitious business name: ROCK SLOD COMPANY 24345 Mullholland Hwy, Calabasas CA 91302-2319. The fictitious business name referred to above was filed on: 07/13/04, in the County of Los Angeles. The business was conducted by: JAMES C. REED. The full name and residence of the registrant(s) abandoning the name: James C Reed, 24345 Mullholland 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: 1/20/09. Published: 1/20/09, 2/5/ 09, 2/12/09, 2/19/09

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20090084177 Original file # 200912081 The following person(s) (have) abandoned the use of the fictitious business name: ELEGANTE 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: AYLIN GHARA-BIGHI. The full name and residence of the registrant(s) abandoning the name: AYLIN Gharaighi 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: 1/20/09. Published: 1/20/09, 2/5/ 09, 2/12/09, 2/19/09

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20090091837 Original file # 2004-2053713 The following person(s) (have) abandoned the use of the fictitious business name: MAGIC FINANCIAL GROUP 22408 Sherman Way #F03 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 20839 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: 1/20/09, 2/5/ 09, 2/12/09, 2/19/09

FICTITIOUS BUSINESS NAME STATEMENT: 20082004427 The following person(s) is/are doing business as: VIM WIRELESS, 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: 2008202269 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: 2008202606 The following person(s) is/are doing business as: COMPLETE JANITOR SERVICES, 20929 PARTHENIA ST APT 23, CANOGA PARK, CA 91304. ANTONIO GONZALEZ, 20929 PARTHENIA ST #23 CANOGA PARK CA 91304. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced 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 1311 7

FICTITIOUS BUSINESS NAME STATEMENT: 20082025974 The following person(s) is/are doing business as: CONSUMED 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 91006. The business is conducted by: A CORPORATION. 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 1320 7

FICTITIOUS BUSINESS NAME STATEMENT: 20090099921 The following person(s) is/are doing business as: STYLIST STAR, STYLIST STAR NETWORK, STYLIST STAR CHANNEL, STYLIST STAR.COM, STYLIST STAR STORE; SALON STAR, STYLIST STAR NETWORK CHANNEL 2219 W. Olive Ave. #238 Burbank, CA 91506. LEONARD SANCHEZ 2219 W. Olive Ave. #238 Burbank, CA 91506. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. 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: 01/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 96

FICTITIOUS BUSINESS NAME STATEMENT: 20090093600 The following person(s) is/are doing business as: HANDBURLINE 1936 Winterwood Blvd. Las Vegas, NV 89142. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Jmace Corporation , 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: 1/23/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 97

FICTITIOUS BUSINESS NAME STATEMENT: 20090112305 The following person(s) is/are doing business as: A & X EXPORT 6310 Hazeltine #108 Van Nuys, CA 91401 VARDAN SHAMIZYAN 6310 Hazeltine #108 Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Vardan Shamizyan, 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: 1/28/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 98

FICTITIOUS BUSINESS NAME STATEMENT: 20090112305 The following person(s) is/are doing business as: DEVIS'S HARDWOOD FLOORING 6658 Ben Ave. North Hollywood, CA 91605. GEORGE NAHAFYAN 6658 Ben Ave. North Hollywood, CA 91605. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: George Nahafyan, 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: 1/28/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 99

FICTITIOUS BUSINESS NAME STATEMENT: 20090117191 The following person(s) is/are doing business as: LIONESSE FLOWERS & DESIGNS 6838 Cantaloupe Van Nuys, CA 91405. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Armine Oganyan, 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: 1/28/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 100

FICTITIOUS BUSINESS NAME STATEMENT: 20090117191 The following person(s) is/are doing business as: CARRILLO HOLDINGS 100 N. Brand Bl. #604 Glendale, CA 91203 CONSUELO CARRILLO 1037 Hickory Ave. Hasperia, CA 92345. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Consuelo Carrillo, 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: 1/28/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 101

ing of this statement does not of itself authorize the use in this state of a 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 101

FICTITIOUS BUSINESS NAME STATEMENT: 20090117189 The following person(s) is/are doing business as: NOVELTY APPAREL; TIMELESS MOMENTS; TRUE EXPRESSIONS 8309 Laurel Canyon Blvd. Ste 377 Sun Valley, CA 91352 DEAN NEVAHLI 8309 Laurel Canyon Blvd. Ste 377 Sun Valley, CA 91352 . The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has not yet commenced business. Signed: Dean Nevaahl, member. Signed: Carolyn Cavan, 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: 1/28/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 102

FICTITIOUS BUSINESS NAME STATEMENT: 20090105894 The following person(s) is/are doing business as: AV CONSTRUCTION MASONRY WORK 6758 Yolanda Ave. Reseda, CA 91335 AGUSTIN VENTURA 6758 Yolanda Ave. Reseda, CA 91335. OSBALDO LOPEZ 6758 Yolanda Ave. Reseda, CA 91335. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: Osbaldo Lopez, 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: 1/27/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 103

FICTITIOUS BUSINESS NAME STATEMENT: 20090105893 The following person(s) is/are doing business as: AV CONSTRUCTION MASONRY WORK 6758 Yolanda Ave. Reseda, CA 91335 AGUSTIN VENTURA 6758 Yolanda Ave. Reseda, CA 91335. OSBALDO LOPEZ 6758 Yolanda Ave. Reseda, CA 91335. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: Osbaldo Lopez, 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: 1/27/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 104

FICTITIOUS BUSINESS NAME STATEMENT: 20090105395 The following person(s) is/are doing business as: AV CONSTRUCTION MASONRY WORK 6758 Yolanda Ave. Reseda, CA 91335 PATRICIA HAVLAND 10429 Glado Ave. Chats, CA 91311 ANGEL MONROE 10429 Glado Ave. Chatsworth, CA 91311 . The business is conducted by: COPARTNERS. Registrant has not yet commenced business. Signed: C. Patricia Havland , 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: 1/27/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 105

FICTITIOUS BUSINESS NAME STATEMENT: 20090105396 The following person(s) is/are doing business as: ADA IS THE LAW 12727 Woodbridge St. Studio City, CA 91604 TOVA RAMIN 12727 Woodbridge St. Studio City, CA 91604. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Tova Ramin , 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: 1/27/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 106

FICTITIOUS BUSINESS NAME STATEMENT: 20090105397 The following person(s) is/are doing business as: T.J. BEAUTY 12541 Chandler Bl. N. Hollywood CA 91607 T.J. MARGALIT 12541 Chandler Bl. N. Hollywood CA 91607 TRAY PELECS 12541 Chandler Bl. N. Hollywood CA 91607. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: T.J. Margalit, 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: 1/27/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 107

FICTITIOUS BUSINESS NAME STATEMENT: 20090098409 The following person(s) is/are doing business as: EYEGLASSES DESIGN 1620 Venice Blvd. #208 Venice, CA 90291 JASMINE ARTHUR 1620 Venice Blvd. #208 Venice, CA 90291 DAVID ARDINGER 1620 Venice Blvd. #208 Venice, CA 90291 . The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: Jasmine Arthur , 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: 1/27/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 108

FICTITIOUS BUSINESS NAME STATEMENT: 20090098232 The following person(s) is/are doing business as: GAMC COMPUTER SERVICES 307 N. Kenwood St. #2 Glendale, CA 91206 ARTUR HOVHANESYAN 307 N. Kenwood St. #2 Glendale, CA 91206. ARTUR HOVHANESYAN 307 N. Kenwood St. #2 Glendale, CA 91206. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: ARTUR HOVHANESYAN, 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 109

FICTITIOUS BUSINESS NAME STATEMENT: 20090098231 The following person(s) is/are doing business as: D & A COMPUTER WHOLESALE 655 N. Central Ave. 17th Floor Glendale, CA 91203 PARK GARABANI 417 E. Valencia Ave Burbank, CA 91501. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Park Garabadian , 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: 1/27/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 110

FICTITIOUS BUSINESS NAME STATEMENT: 20090098230 The following person(s) is/are doing business as: CEDAR OAKS INSURANCE 20935 Vanowen St. Ste 103 Canoga Park, CA 91304 PHENITIAN INC. 23296 Gilmore St. West Hills, CA 91307. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Phenitian Inc. , 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 111

FICTITIOUS BUSINESS NAME STATEMENT: 20090098229 The following person(s) is/are doing business as: ALL STAR SPORTS PHOTOGRAPHY 1044 N. Burbank Dr. Burbank, CA 91505 / P O BOX 1083 Burbank, CA 91507 FRANK MORALES 1044 N. Screenland Dr. Burbank, CA 91505 . The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Frank Morales, 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 112

FICTITIOUS BUSINESS NAME STATEMENT: 20090098228 The following person(s) is/are doing business as: ALL STAR SPORTS PHOTOGRAPHY 1044 N. Burbank Dr. Burbank, CA 91505 / P O BOX 1083 Burbank, CA 91507 FRANK MORALES 1044 N. Screenland Dr. Burbank, CA 91505 . The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Frank Morales, 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 113

FICTITIOUS BUSINESS NAME STATEMENT: 20090098226 The following person(s) is/are doing business as: HOPE WITH HOMES; ABABA MARKETING GROUP/MONEY MAKING LEADS 14545 Friar St. #110 Van Nuys, CA 91401 ABABA AND ASSOCIATES LLC 14545 Friar St. #110 Van Nuys, CA 91401. The business is conducted by: A Limited Liability Company. Registrant has not yet commenced business. Signed: Ababa and associates, LLC , 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 114

FICTITIOUS BUSINESS NAME STATEMENT: 20090098227 The following person(s) is/are doing business as: RAND S BODY WORKS 20256 Satcoy St. Winnetka, CA 91306 STEVE COUTURE 181 S. Louis St. Orange, CA 92888 RICARDO MONTANO 181 S. Louis St. Orange, CA 92888 . The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: Steve Couture , 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 115

FICTITIOUS BUSINESS NAME STATEMENT: 20090096410 The following person(s) is/are doing business as: CARRERA AUTO BODY 20256 Satcoy St. Winnetka, CA 91306 YESSICA AGUINADA 8545 Columbus Ave. #215 North Hills, CA 91343 BENITO CARRERA 8545 Columbus Ave. #215 North Hills, CA 91343. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced business. Signed: Yessica Aguinada, 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 116

FICTITIOUS BUSINESS NAME STATEMENT: 20090097057 The following person(s) is/are doing business as: BUGZ-BEE-GONE 8925 Greenbush Ave Arleta, CA 91331 DIOSDADO S. REGALA 8925 Greenbush Ave. Arleta, CA 91331. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Diosdado S. Regala, 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 117

FICTITIOUS BUSINESS NAME STATEMENT: 20090097059 The following person(s) is/are doing business as: ANTONY FITNESS 2125 York Blvd. LA 90042 JEFF COLE 2125 Campus Rd. LA CA 90042. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Jeff Cole , 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 118

FICTITIOUS BUSINESS NAME STATEMENT: 20090057058 The following person(s) is/are doing business as: ARMOUR FLOOR 1680 N. Wilton Pl. #23 LA, CA 90028. ARMEN MANUKYAN 1680 N. Wilton Pl. #23 LA, CA 90028. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced business. Signed: Armen Manukyan , 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: 1/26/09. 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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 118

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: 2/5/ 09, 2/12/09, 2/19/09, 2/26/09 - 119

FICTITIOUS BUSINESS NAME STATEMENT: 20090008

this statement does not of itself authorize the use in this state of a 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: 2/12/09, 2/19/09, 2/26/09, 3/5/09 - 144

FICTITIOUS BUSINESS NAME STATEMENT: 20090142194 The following person(s) is/are doing business as: CRESCENTA VALLEY KOI 2539 Altura Ave. Montrose, CA 91020 ROMIE W. GAUBRAITH 2539 Altura Ave Montrose, CA 91020 SUSAN M. GAUBRAITH 2539 Altura Ave Montrose, CA 91020. The business is conducted by: A HUSBAND AND WIFE Registrant has not yet commenced business. Signed: Romie W. Gaubraith, 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: 2/3/09. 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: 2/12/09, 2/19/09, 2/26/09, 3/5/09 - 145

FICTITIOUS BUSINESS NAME STATEMENT: 20090153326 The following person(s) is/are doing business as: MACALLAN COMMERCIAL GROUP 540 S. Lake Ave Pasadena, CA 91101 WATCHE SANKHAN 530 S. Lake Ave. #420 Pasadena, CA 91101 GARY ABDJIAN 530 S. Lake Ave. #420 Pasadena, CA 91101. The business is conducted by: COPARTNERS Registrant has not yet commenced business. Signed: Valtzeshahkian & Gary Abadjian, 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: 2/4/09. 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: 2/12/09, 2/19/09, 2/26/09, 3/5/09 - 146

FICTITIOUS BUSINESS NAME STATEMENT: 20090142190 The following person(s) is/are doing business as: EQUIBIL MANAGEMENT PARTNERS 6652 Hesperia Ave. Reseda, CA 91336 BILMOR PARTNERS, LLC, 19528 Ventura Blvd #697 Tarzana, CA 91356. The business is conducted by: A LIMITED LIABILITY COMPANY Registrant has not yet commenced business. Signed: Bilmor Partners, LLC, Partner. 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: 2/3/09. 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: 2/12/09, 2/19/09, 2/26/09, 3/5/09 - 147

FICTITIOUS BUSINESS NAME STATEMENT: 20090151449 The following person(s) is/are doing business as: MARIAN AUTO GROUP 11840 David Ln. Sun Valley, CA 91352 ARTAK SAKKIAN 11840 David Ln. Sun Valley, CA 91352 ARAMAIS GHAZARYAN 11840 David Ln. Sun Valley, CA 91352. The business is conducted by: A GENERAL PARTNERSHIP Registrant has not yet commenced business. Signed: Artak Saakian & Aramais Ghazaryan, 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: 2/5/09. 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: 2/12/09, 2/19/09, 2/26/09, 3/5/09 - 148

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20090141977 Original file # 02-0505137 The following person(s) has (have) abandoned the use of the fictitious business name: MEDIA AGENCY INC, 10149 Commerce Ave #9 Tujunga, CA 91042 The fictitious business name referred to above was filed on: 00/00/02, in the County of Los Angeles. The business was conducted by: HAMELET MINASSIAN. The full name and residence of the registrant(s) abandoning the name: Hamlet Minassian 7553 Valaho Dr. Tujunga, CA 91042. 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: 2/3/09. Published: 2/12/09, 2/19/09, 2/26/09, 3/5/09

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20090126653 Original file # 2007222086 The following person(s) has (have) abandoned the use of the fictitious business name: LONG BEACH SMOG #1 1817 Long Beach Blvd. Long Beach, CA 90041. The business was conducted by: ALBERT VARDAPOUR. The full name and residence of the registrant(s) abandoning the name: Albert Vardapour 321 East Fairview #109 Glendale, CA 91207. 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: 1/30/09. Published: 2/12/09, 2/19/09, 2/26/09, 3/5/09

FICTITIOUS BUSINESS NAME STATEMENT: 200909045952 The following person(s) is/are doing business as: BURLAPP, ESSERE, AMERICAN TRAITS CLOTHING INC, 1020 SANTA FE AVE #20021. The business is conducted by: A Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed AURORA MORA, CFO. 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: 1/13/2009. 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: 2/12/2009, 2/19/2009, 2/26/2009, 3/5/2009 1418 7

FICTITIOUS BUSINESS NAME STATEMENT: 200909052546 The following person(s) is/are doing business as: SPC TIME, 7840 FOOTHILL BLVD UNIT K, SUNLAND, CA 91040. SUSANNA AROUJOUNIAN, 1234 E. WILSON AVE APT 4 GLENDALE CA 91206. 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 SUSANNA AROUJOUNIAN. 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: 1/14/2009. 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: 2/12/2009, 2/19/2009, 2/26/2009, 3/5/2009 1421 9

FICTITIOUS BUSINESS NAME STATEMENT: 200909052566 The following person(s) is/are doing business as: PRIMARY SOURCE CONSULTING CREDENTIALING, 8509 BEVERLY BLVD STE 62H, PICO RIVERA, CA 90060. KATHY EILEEN FIECHTER, 8509 BEVERLY BLVD STE 62H PICO RIVERA CA 90060. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 10/8/2003. Signed KATHY E. FIECHTER. 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: 1/14/2009. 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: 2/12/2009, 2/19/2009, 2/26/2009, 3/5/2009 1422 6

FICTITIOUS BUSINESS NAME STATEMENT: 200909059866 The following person(s) is/are doing business as: AN UNLIMITED HOME HEALTH CARE, 4430 SANTA MONICA BLVD SUITE 135, LOS ANGELES, CA 90029. A1 UNLIMITED HOME HEALTH CARE, INC, 4430 SANTA MONICA BLVD SUITE 135 LOS ANGELES CA 90029. The business is conducted by: a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed MADAM BISKANYAN, 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: 1/15/2009. 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: 2/12/2009, 2/19/2009, 2/26/2009, 3/5/2009 1425 11c-212

FICTITIOUS BUSINESS NAME STATEMENT: 200909060570 The following person(s) is/are doing business as: TRUCKING, 6310 S. RIMPAL BLVD, LA, CA 90043. MAX OSORIO, 8310 S. RIMPAL BLVD LA CA 90043. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 5/31/2002. Signed MAX OSORIO. 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: 1/15/2009. 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: 2/12/2009, 2/19/2009, 2/26/2009, 3/5/2009 1425 11c-212

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

Escrow No. 001383-BU
(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 are: STAN'S VAN NUYS INC, 8909 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90069
(3) The location in California of the Chief Executive Office of the seller is: SAME AS ABOVE
(4) The names and business address of the buyer(s) are: MKL HOSPITALITY GROUP LLC, 1253 HAVENHURST DR, #213, WEST HOLLYWOOD, CA 90046
(5) The location and general description of the assets to be sold are: ALL OF THE BUSINESS ASSETS of that certain business located at: 8909 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90069
(6) The business name used by the seller(s) at the said location is: DUKE'S COFFEE SHOP
(7) The anticipated date of the bulk sale is MARCH 4, 2009, at the office of BILLIE DAVIS ESCROW, 9301 WILSHIRE BLVD, SUITE 312, BEVERLY HILLS, CA 90210, Escrow No. 001383-BU, Escrow Officer: KYLE BARNES
(8) Claims may be filed the same as 7" above.
(9) The last date for filing claims is: MARCH 3, 2009
(10) This Bulk Sale is subject to Section 6106.2 of the Uniform Commercial
(11) As listed by the Seller, all other business name(s) and addresses used by the Seller within three years before such list was sent or delivered to the Buyer are: NONE
Dated: FEBRUARY 3, 2009
MKL HOSPITALITY GROUP LLC, Buyer(s)
PCTS LA146619 BEVERLY HILLS WEEKLY 2/12/09

FILE NO. 20090122009
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PONTIAC LIQUOR, 10117 AVALON BLVD, LOS ANGELES, CA 90003 (LOS ANGELES). The full name of registrant(s) is/are: HEECHO INC, (CALIFORNIA) 10117 AVALON BLVD, LOS ANGELES, CA 90003. 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/ HEECHO INC, BY: HEE KU CHO, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 1/29/09 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 vio-

lation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA146468 BEVERLY HILLS WEEKLY 2/5,12,19,26,2009

FILE NO. 20090122008
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: OKJAKSON, 3131 PARRAISO 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/ OKJAKSON, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 1/29/09 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). LA146488 BEVERLY HILLS WEEKLY 2/5,12,19,26,2009

FILE NO. 20090130676
FILED 1/30/2009
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
Fictitious Business Name(s): GREEN DENTAL, 3054 W. 8TH ST #106, LOS ANGELES, CA 90006
The fictitious business name referred to above was filed on JULY 3, 2006 in the county of LOS ANGELES. Original file number, 06-1470293. The full name of registrant: DONG WOO LEE DENTAL CORPORATION, 338 S. WESTERN AVE #202, LOS ANGELES, CA 90020
This business is conducted by: CORPORATION
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false is guilty of a crime)
/s/ DONG WOO LEE DENTAL CORPORATION, BY: DONG WOO LEE, PRESIDENT
LA146520 BEVERLY HILLS WEEKLY 2/5,12,19,26,2009

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: OKJAKIM, 3131 PARRAISO 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/ OKJAKIM, 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

FILE NO. 20090904034
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

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

NOTICE OF PETITION TO ADMINISTER ESTATE OF JOHN MICHAEL CRICHTON **Case No. BP114681**

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of JOHN MICHAEL CRICHTON

A PETITION FOR PROBATE has been filed by Kimberly Crichton, Esq. in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that Kimberly Crichton, Esq., Sherri A. Crichton and Louise Ann Fernandez, Esq. be appointed as personal representative to administer the estate of the decedent.

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

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

A HEARING on the petition will be held on March 2, 2009 at 8:30 AM in Dept. No. 9 located at 111 N. Hill St., Los Angeles, CA 90012.

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

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

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

Attorney for petitioner:

BURTON A. MITCHELL, ESQ.
SBN 79317

JEFFER MANGELS BUTLER AND MARMARO LLP

1900 AVE OF THE STARS
7TH FLR

LOS ANGELES CA 90067

Beverly Hills Weekly

CN810666 CRICHTON Feb 5,12,19, 2009

ORDINANCE NO. 09-O-2563

ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING SECTIONS 10-3-2409, 10-3-2509, AND 10-3-2610 OF THE BEVERLY HILLS MUNICIPAL CODE REGARDING PERMISSIBLE ENCROACHMENTS INTO SIDE YARDS, STREET SIDE YARDS, AND REAR YARDS IN SINGLE-FAMILY RESIDENTIAL ZONES, AND AMENDING SECTION 10-3-3600 REGARDING MINOR ACCOMMODATIONS THAT MAY BE GRANTED

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

Section 1. It has come to the attention of the City that in various households there is a need to provide assisted vertical accessibility in single-family homes. Occasionally this need comes in conflict with the setback standards in single-family residential areas. This ordinance accommodates this need by allowing elevator and elevator enclosures to encroach into required side yards, street side yards, and rear yards of existing residences. It is the goal and objective of this ordinance to preserve the quality of life of the community's residents by providing greater flexibility for adding elevators to existing single-family residences, thus providing aging and other residents with the opportunity to enhance accessibility and continue residing in their homes while balancing these accessibility needs with neighbors' interests with respect to light, air, tranquility, and privacy.

Section 2. The Planning Commission considered the zone text amendment set forth in this Ordinance at a duly-noticed public hearing on December 11, 2008. Evidence, both written and oral was presented during the hearing. After considering the evidence, discussing the ordinance, and providing direction to staff regarding revisions to same, the Planning Commission recommended that the City Council adopt an Ordinance substantially similar to this Ordinance.

Section 3. The City Council considered this Ordinance at a duly noticed public hearing on January 6, 2009. Evidence, both written and oral, was presented during the hearing.

Section 4. This Ordinance institutes minor alterations in land use limitations which do not result in changes in land use or density. It would only allow minor encroachments into side and rear yards. This Ordinance therefore qualifies as a Class 5 exemption pursuant to Section 15305 of Title 14 of the California Code of Regulations and is thus exempt from further environmental review requirements of the California Environmental Quality Act.

Section 5. City Council hereby adds a new Paragraph K to Section 10-3-2409 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code regarding permissible encroachments in side yards, street side yards, and rear yards in the Central Area of Beverly Hills to read as follows:

"K. Elevators and elevator enclosures, provided the following criteria are met:

1. The subject residence is not a newly-constructed building. "Newly-constructed building" shall mean a building that has been constructed within the past five (5) years or remodeled more than fifty percent (50%) during the past five (5) years as described in Section 10-3-4100 of this Chapter.

2. The length of the encroachment measured parallel to the property line does not exceed seven feet (7'), except that for lots located north of Santa Monica Boulevard a minor accommodation permit may be issued to allow a greater length. In order to approve the minor accommodation permit, the reviewing authority must find that the encroachment will not have an adverse impact on:

- (1) The scale and massing of the streetscape,
- (2) Neighbors' access to light and air,
- (3) Neighbors' privacy, and
- (4) The garden quality of the City.

3. The aggregate length of the encroachment of the elevator and elevator enclosure together with a fireplace encroaching into the same setback, pursuant to Paragraph E above, does not exceed thirteen feet (13'), except pur-

suant to a minor accommodation permit issued pursuant to Paragraph K.2.;

4. The encroachment is not closer than three feet (3') from the front of the building;

5. The elevator and elevator enclosure does not have any windows;

6. Noise generated by the elevator complies with City noise regulations set forth in Article 2 of Chapter 1 of Title 5 of this Municipal Code;

7. The elevator and enclosure is designed to be compatible with the existing residence in color, material and design.

8. The encroachment into the setback does not exceed the following, provided that a minimum setback of three feet (3') shall be maintained in all cases:

- a. Thirty inches (30"), or
- b. Sixty inches (60") if a minor accommodation permit pursuant to Article 36 of this chapter is issued.

In order to approve the minor accommodation permit, the reviewing authority must find that the encroachment will not have an adverse impact on:

- (1) The scale and massing of the streetscape,
- (2) Neighbors' access to light and air,
- (3) Neighbors' privacy, and
- (4) The garden quality of the City."

Section 6. City Council hereby adds a new Paragraph K to Section 10-3-2509 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code regarding permissible encroachments in side yards, street side yards, and rear yards in the Hillside Area of Beverly Hills to read as follows:

"K. Elevators and elevator enclosures, provided the following criteria are met:

1. The subject residence is not a newly-constructed building. "Newly-constructed building" shall mean a building that has been constructed within the past five (5) years or remodeled more than fifty percent (50%) during the past five (5) years as described in Section 10-3-4100 of this Chapter.

2. The length of the encroachment measured parallel to the property line does not exceed seven feet (7'), except that a minor accommodation permit may be issued to allow a greater length. In order to approve the minor accommodation permit, the reviewing authority must find that the encroachment will not have an adverse impact on:

- (1) The scale and massing of the

- (2) streetscape,
- (3) Neighbors' access to light and air,
- (4) Neighbors' privacy, and
- (5) The garden quality of the City.

3. The aggregate length of the encroachment of the elevator and elevator enclosure together with a fireplace encroaching into the same setback, pursuant to Paragraph E above, does not exceed thirteen feet (13'), except pursuant to a minor accommodation permit issued pursuant to Paragraph K.2.;

4. The encroachment is not closer than three feet (3') from the front of the building;

5. The elevator and elevator enclosure does not have any windows;

6. Noise generated by the elevator complies with City noise regulations set forth in Article 2 of Chapter 1 of Title 5 of this Municipal Code;

7. The elevator and enclosure is designed to be compatible with the existing residence in color, material and design.

8. The encroachment into the setback does not exceed the following, provided that a minimum setback of three feet (3') shall be maintained in all cases:

- a. Thirty inches (30"), or
- b. Sixty inches (60") if a minor accommodation permit pursuant to Article 36 of this chapter is issued.

In order to approve the minor accommodation permit, the reviewing authority must find that the encroachment will not have an adverse impact on:

- (1) The scale and massing of the streetscape,
- (2) Neighbors' access to light and air,
- (3) Neighbors' privacy, and
- (4) The garden quality of the City."

Section 7. City Council hereby adds a new Paragraph K to Section 10-3-2610 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code immediately following paragraph J, and preceding the concluding paragraph of Section 10-3-2610 which shall remain in place with no amendment. The new Paragraph K relates to permissible encroachments in side yards, street side yards, and rear yards in the Trousdale Area of Beverly Hills, and shall read as follows:

"K. Elevators and elevator enclosures, provided the following criteria are met:

1. The subject residence is not a newly-

constructed building. "Newly-constructed building" shall mean a building that has been constructed within the past five (5) years or remodeled more than fifty percent (50%) during the past five (5) years as described in Section 10-3-4100 of this Chapter.

2. The length of the encroachment measured parallel to the property line does not exceed seven feet (7'), except that a minor accommodation permit may be issued for a greater length. In order to approve the minor accommodation permit, the reviewing authority must find that the encroachment will not have an adverse impact on:

- (1) The scale and massing of the streetscape,
- (2) Neighbors' access to light and air,
- (3) Neighbors' privacy, and
- (4) The garden quality of the City.

3. The aggregate length of the encroachment of the elevator and elevator enclosure together with a fireplace encroaching into the same setback, pursuant to Paragraph E above, does not exceed thirteen feet (13'), except pursuant to a minor accommodation permit issued pursuant to Paragraph K.2.;

4. The encroachment is not closer than three feet (3') from the front of the building;

5. The elevator and elevator enclosure does not have any windows;

6. Noise generated by the elevator complies with City noise regulations set forth in Article 2 of Chapter 1 of Title 5 of this Municipal Code;

7. The elevator and enclosure is designed to be compatible with the existing residence in color, material and design.

8. The encroachment into the setback does not exceed the following, provided that a minimum setback of three feet (3') shall be maintained in all cases:

- a. Thirty inches (30"), or
- b. Sixty inches (60") if a minor accommodation permit pursuant to Article 36 of this chapter is issued.

In order to approve the minor accommodation permit, the reviewing authority must find that the encroachment will not have an adverse impact on:

- (1) The scale and massing of the streetscape,
- (2) Neighbors' access to light and air,
- (3) Neighbors' privacy, and

- (4) The garden quality of the City."

Section 8. City Council hereby adds Paragraph T to Section 10-3-3600 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code regarding minor accommodations that may be granted to read as follows:

"T. Subsections 10-3-2409K, 10-3-2509K, and 10-3-2610K regarding elevator encroachments into a side or rear setback in R-1 zones."

Section 9. If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance or the application thereof to any person or place, is for any reason held to be invalid or unconstitutional by the final decision of any court of competent jurisdiction, the remainder of this Ordinance shall remain in full force and effect.

Section 10. Publication. The City Clerk shall cause this Ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage in accordance with Section 36933 of the Government Code, shall certify to the adoption of this Ordinance and shall cause this Ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Section 11. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

Adopted: January 22, 2009
Effective: February 22, 2009

BARRY BRUCKER
Mayor of the City of Beverly Hills, California
ATTEST:

(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:
RODERICK J. WOOD, CCM
City Manager

ANNE BROWNING MACINTOSH, AICP

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302-House Unfurnished

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The Facts About Measure P

Measure P is a set of hidden taxes that the residents of Beverly Hills will wind up paying:



- A new 10% tax on parking fees
- A tax increase on Professionals
- A tax increase on Business and Personal Services
- A tax increase on Oil Extraction & Production
- A tax increase on Corporate or Other Headquarters

Taxes on our doctor, dentist, hairdresser, personal trainer, children's tutor, lawyer, manicurist, gardener and many other businesses will go up, and we will end up paying more.

In the worst recession since the great depression – who raises Taxes?

NO on P

Say NO to New Taxes – Vote NO on Measure P

No on P, A Community Coalition Opposed to Hidden Taxes, Sponsored by Property and Business Owners, with funding by G & L Realty LP and Douglas Emmett LLC.

www.NoNewTaxesinBH.com