

# Beverly Hills Weekly

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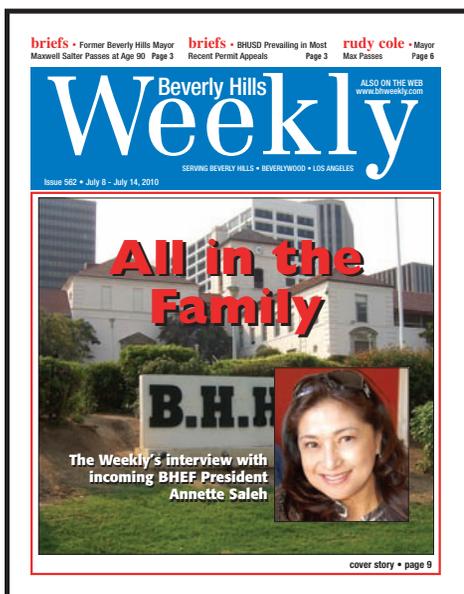
Issue 563 • July 15 - July 21, 2010

# In The Works

The Weekly's interview with  
Public Works  
Commission Chair  
Steve Weinglass



cover story • page 9



# letters & email

“Subway Blues, And other City Notes [Issue 561]”

Rudy Cole’s column on the potential tunneling of the subway beneath a handful of business and residential properties does the Beverly Hills community a disservice.

Mr. Cole seems unaware this option is the product of community input, specifically the

folks in the Century City area who think the Constellation site would be a more central and useful station location.

Mr. Cole also seems unaware this is an idea that has been considered since at least last August so the recent complaints of Metro engaging in a stealth process seems disconnected from the reality.

Further, Cole’s use of words like scheme and disaster is uncalled for. Metro is engaged in a planning process that has as its goal the highest public good as its outcome. Hopefully we can set aside hyperbole and let the rational process go forward.

*Dana Gabbard  
Los Angeles*

**COLE RESPONDS:**

*Wrong, I always check with the folks in Century City to learn what is best for Beverly Hills. However, what is at issue here is a process of trust, and that means adhering to promises made when gaining community support for the subway.*

*Sudden changes in routes that impact residents*  
letters cont. on page 5

## A Proposition 65 Public Notice

The California Safe Drinking Water and Toxic Enforcement Act requires California businesses to advise employees and neighbors of any potential exposure to chemicals considered by the state to cause cancer, birth defects, or other reproductive harm.

Trigen-LA Energy Corporation wants you to know that detectable amounts of some of these substances may be found in and around its facility located at 2052 Century Park East, Los Angeles, CA. Potential sources of these substances can include common products such as gasoline, oil, natural gas, paint.

## WHAT'S ON YOUR MIND?

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editor@bhweekly.com



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“PLAY BALL”  
GREGORY WAY

Beverly Hills was the first of four stops of “Subway Designs” tour across the country on July 9. Major League Baseball legend Orel Hershiser coached teams who were playing in the Little League Baseball Appreciation Game at La Cienega Park.

(left to right) Subway Sandwich and Orel Hershiser

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**Publisher & CEO**  
Josh E. Gross

**Reporter**  
Jessica Miller

**Sports Editor**  
Steven Herbert

**Contributing Editor**  
Rudy Cole

**Advertising Representatives**  
Batel Ouda  
Natalie Shemian

**Legal Advertising**  
Mike Saghian

140 South Beverly Drive #201  
Beverly Hills, CA 90212  
310.887.0788 phone  
310.887.0789 fax  
CNPA Member

editor@bhweekly.com  
All staff can be reached at:  
first name @bhweekly.com  
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OUR DATA SPEAKS VOLUMES



# briefs

## Westside extension would tunnel under Beverly Hills main disaster shelter

At the city council meeting last Thursday, Southwest Homeowners Association President Ken Goldman expressed concern to the council about the Metro alternate route that would tunnel under Beverly High, which is also the city's main disaster center.

"Beverly High is the city's principal disaster center. I don't know if metro realizes that fact," said Goldman.

Councilmember Nancy Krasne is concerned about Beverly High's location, and the ground it sits on.

"Beverly High sits on a very high water table. When you dig down, you're going to have to dig down very deep. Remember, Metro has to get under the high rise buildings in Century City as well. Those garages go down a minimum of four levels. So if they go under the high school, Metro would have to accommodate those buildings as well," said Krasne.

Additionally, Krasne is not convinced tunneling under Beverly High is the most cost effective route to take.

"I don't see how it would be cost effective. I would think it would be cheaper to go down Santa Monica. I don't understand how going under our high school can be advantageous to Metro or anyone else. Going under the historic high school building and our major disaster shelter has got to

be a no-no."

Goldman pleaded with the council to take a strong stance against the proposed alternate route.

"There is not a single responsible engineer that will tell you there will be no noise or vibrations. Our homes, families, property values, teachers and students are all jeopardized. I urge you [the council] to take a strong and vocal position with the MTA," said Goldman.

The subject will be on the July 20 agenda at the City Council meeting.

## Beverly Hills' Ron George stepping down as California Chief Justice

California Chief Justice Ron George is stepping down.

The state's top jurist announced Wednesday that he won't seek re-election in November. His last day in office will be January 2.



Ron George

"My 70th birthday this year focused my attention on a question recently posed by my family: why file for re-election for another 12-year term, after having authored hundreds of judicial opinions and overseen major administrative reforms in the judicial system; what more do you hope to accomplish other than refining and preserving what has been achieved? Reflection convinced me now is the right time — while I am at the top of my game

— to leave while the proverbial music still plays, and return to private life," George said in a prepared statement.

George, a 1957 Beverly High graduate, began his judicial career in 1972 when Gov. Ronald Reagan appointed him to the Los Angeles Municipal Court.

Gov. Pete Wilson appointed George chief justice in 1996. He was originally appointed to the high court in 1991 after serving four years as an appellate judge.

## Krasne wants to know what Beverly Hills wants for the Holidays

During the city council meeting last Thursday, Recreation Services Manager Brad Meyerowitz proposed his plan for a hybrid ice skating rink, to be placed at Beverly Gardens Park for 33 days during

the holiday season.

Councilmember Nancy Krasne says she's conflicted because she doesn't know how the community feels about placing an expensive ice rink in the middle of the city.



Nancy Krasne

"I can only vote the way my conscience tells me to vote, but I need to know what the community is thinking, regarding the holiday ice rink," said Krasne.

One tipping point for Krasne could be the amount of money the city

*briefs cont. on page 4*



## NOTICE OF PUBLIC HEARING

**DATE:** July 22, 2010  
**TIME:** 1:30 PM, or as soon thereafter as the matter may be heard  
**LOCATION:** Council Meeting Room 280A  
Beverly Hills City Hall  
455 North Rexford Drive  
Beverly Hills, CA 90210

The Planning Commission of the City of Beverly Hills, at its REGULAR meeting on Thursday, July 22, 2010, will hold a public hearing beginning at **1:30 PM**, or as soon thereafter as the matter may be heard to consider:

A request to amend an existing Conditional Use Permit that allows for the operation of an exercise club (Sports Club L.A.) on the property located at **9601 Wilshire Boulevard**. Existing conditions of approval require that the operator of the exercise club provide its members with two hours of free parking, and allows the operator to charge its members for any time in excess of two hours at a rate not to exceed that charged by the nearest City parking structure. The applicant requests to amend this condition to instead provide one hour of free parking to its members, and charge one dollar per hour for each hour of parking thereafter.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. The project qualifies for a Class 1 Categorical Exemption for minor operational changes within an existing commercial facility, and the project has been determined not to have a significant environmental impact and is exempt from the provisions of CEQA.

Any interested person may attend the meeting and be heard or present written comments to the Commission.

According to Government Code Section 65009, 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 **Ryan Gohlich, Associate Planner** in the Planning Division at 310.285.1194, or by email at [rgohlich@beverlyhills.org](mailto:rgohlich@beverlyhills.org). Copies of the applications, plans, and Categorical Exemption are on file in the Community Development Department, and can be reviewed by any interested person at 455 North Rexford Drive, Beverly Hills, CA 90210.

Approved as to form:

David Reyes, Acting City Planner  
Mailed July 9, 2010



## NOTICE OF COMMISSION VACANCY

### ARCHITECTURAL COMMISSION (Landscape Design Professional)\*

The Beverly Hills City Council is seeking qualified candidates to fill one upcoming vacancy on the Architectural Commission. Applicants must be a current or past practitioner in the discipline of landscape architecture/design. The initial term of office for the position is two years. At the discretion of the City Council, the Commissioner may be reappointed to a second term of four years. The 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 Community Development. Please DO NOT contact the City Councilmembers or the members of the Architectural Commission regarding the vacancy.

Application forms for the Architectural Commission, along with a description of the duties of a Commissioner, and filing details are available for pickup in the City Clerk's Office, Room 290, 455 North 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 Commission vacancy is Friday, September 10, 2010 at 5:00 p.m.**

BYRON POPE, CMC  
City Clerk

\* Applicants for the landscape design professional position on the Architectural Commission are not required to be a resident of Beverly Hills.

briefs cont. from page 3

might have to pay for the nearly \$133,000 hybrid plan.

"We don't have any surplus city money to spend on this project, and although we all may want it, do we want it enough to spend the money for a smaller plastic rink that is eco-friendly with no carbon footprint? The City Council has just cut over 27 million dollars in the last two years from our budget, this is not a time to waste any money. These are critical questions that need to be addressed. The commission

has done a brilliant job in addressing the issues. The plastic rink being eco-friendly is of great value, but it is also near the residential area and the churches and all the impacts need to be thought out completely. As a Council member, I need to think of everyone, all the impacts, parking, noise and disruption before we make a final decision," said Krasne.

Councilmember John Mirisch sees the dispute from those who enjoy a traditional ice rink, but feels in an effort to help make Beverly Hills eco-friendly, the hybrid rink

is the way to go.

"While I do understand why some people like the idea of real ice, I think it's greener and smarter to go with a hybrid rink, which doesn't require huge amounts of electricity. And from what I understand, unless you're Peggy Fleming, you're never going to know the difference when you're skating," said Mirisch.

Another issue for Krasne is image. The idea of having an ice rink with "fake" ice could bleed into Beverly Hills stereotypes.

"I don't want people to come away thinking this is typical for Beverly Hills, everything is plastic, everything is fake. On the other hand, do they want the real thing complete with a Zamboni machine? We could possibly get that sponsored, so it would be paid for," said Krasne.

Location could also be a factor. An ice rink at Beverly Gardens Park could interfere with the Beverly Hills Presbyterian Church's parking.

"I prefer the Beverly Gardens location for the rink. I think it's by far the best location. There is convenient off-street parking nearby and it's just as close to the Business Triangle. It seems to be a better and more natural gathering spot for families and tourists alike. And from a branding and PR perspective, you can just imagine the photos of ice skaters in front of the Beverly Hills sign and the kind of press coverage we would get," said Mirisch.

Voting on the hybrid plan is set to come in the next month for city council.

### Council Looks at City Bicycle Plan

Beverly Hills resident Mark Elliot addressed the council about the need for an updated bicycle plan for the city on July 8, at the City Council meeting.

Mayor Jimmy Delshad thanked Elliot for bringing the issue to the council's attention, and reminded council that during his swearing in [as Mayor], there were pictures posted of the Delshad riding his own bike to work.

"I have initiated an investigation on how we can make Beverly Hills much more friendly for bicyclists. I've been working with the traffic commission and city planners to create bicycle lanes in the city. Our commission will ask questions and have a hearing soon to come up with a plan to approve. It is part of our small city initiative to continually expand on being eco-friendly," said Delshad.

The city of Beverly Hills currently has a bicycle plan in place that draws from maps of the city from the 1960's and 1970's.

Surrounding areas such as Santa Monica and Burbank have 100 paged reports of their alternate transportation plans of bike paths and lanes that run throughout the cities.

Councilmember William Brien thinks it's time to update Beverly Hills.

"I think there are options, and there are ways we have to improve the biking experience. It's healthy, it's green, and we really do have to make it safe for those who want to ride their bikes," said Brien.

Elliot said that with all of the arteries that



## NOTICE OF COMMISSION VACANCY

### DESIGN REVIEW COMMISSION

The Beverly Hills City Council is seeking qualified residents to fill up to three (3) vacancies, with at least one (1) licensed architect, on the Design Review Commission. The initial term of office is for two years. At the discretion of the City Council, the Commissioner 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 Community Development. Please DO NOT contact the City Councilmembers or the members of the Design Review Commission regarding the Design Review Commission vacancies.

Application forms for the Design Review Commission, along with a description of the duties of a Commissioner, 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 these Commission vacancies is Friday, July 30, 2010 at 5:00 p.m.**

BYRON POPE, CMC  
City Clerk



## NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the Council of the City of Beverly Hills, at its adjourned regular meeting to be held on **Thursday, July 22, 2010, at 7:00 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, California, will hold a public hearing to present the:

**Public Health Goal (PHG) Report on City's Drinking Water to Satisfy the Requirements of California Health and Safety Code Section 116470 (b)**

The City is presenting the Public Health Goal (PHG) report for its drinking water to satisfy the requirement of the California Health and Safety Code. The PHG report identifies constituents that have concentrations greater than the PHG. The PHG is set by the California Office of Environmental Health Hazard Assessment (OEHHA). The Maximum Contaminant Level Goal (MCLG) is the equivalent of the PHG but is set by USEPA. PHGs are non-enforceable goals and are not required to be met by any public water system. A hearing will be held to notify the public regarding the contents of the PHG report. This report is for informational purposes. The City Council will consider a staff report on the PHG and any public comments at the time of the hearing and may determine to accept the report or take further action.

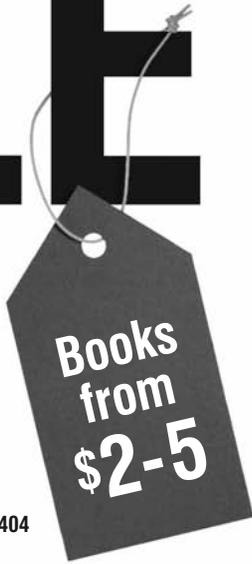
Copies of the PHG report are available on the City's website <http://www.beverlyhills.org/services/utilities/water/default.asp> and at the Public Works Building 345 Foothill Road, Beverly Hills, California 90210. Any public comments should be received prior to the hearing date.

BYRON POPE, CMC  
City Clerk

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run through Beverly Hills, now is the perfect opportunity to update the city's plan.

Councilmember John Mirisch agrees with Elliot, and thinks Beverly Hills needs to become more bicycle friendly.

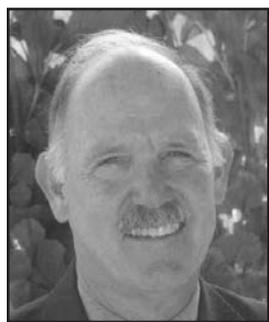
"As traffic got increasingly worse, I'm guessing that interest in making space for a bike path waned. Perhaps people thought that bike paths would take away space from cars and exacerbate the traffic. Of course, if enough people can be encouraged to take their bikes, traffic should be alleviated. I realize there are numerous factors that create our traffic headaches, but we really should become more bike friendly; riding a bike is a great way to get around," said Mirisch.

City staff said surveys for bicyclist needs will be available soon.

#### Dick Douglas Starts Work as Interim Superintendent

Dick Douglas officially got to work as interim superintendant July 9, just one day

after his contract was ratified by the Board of Education. His first few days on the job were filled with meetings.



Dick Douglas

Douglas was pleased with his contract with the district, and ready to dive in to assess what needs to be done first.

"I am excited. I have wonderful feelings for the district. It's a wonderful place to work. I've been talking to some of the Board members, teachers, and staff, which are key people in the community. We're trying to see what the key issues are, and then help the Board prioritize those issues," said Douglas.

#### Friends of Greystone

The Friends of Greystone Mansion will

host a Concert in the Court-Yard at Greystone Mansion on July 24.

Attendants will have an opportunity to take a self-guided tour of the first floor of the mansion as well as a silent auction.

The event is co-sponsored by the Beverly Hills Bar Association.

The LA Lawyers Philharmonic, made up of more than 50 lawyers, judges, law students and legal staff, is donating a concert of popular classical music.

The concert itself is \$80 per person. For a concert dinner combination, tickets are \$150 per person.

The money raised will go towards the restoration of the mansion. To purchase tickets in advance call (310) 286-0119.

#### Lone Star Premiere at The Paley Center

The Paley Center is presenting the world premiere of the new Fox drama, "Lone Star" months in advance of its initial broadcast. The drama is a new series about a sophisticated con man.

Preview for the new program at The Paley Center for Media is on Tuesday, July 20 at 7:00 pm. Tickets for this event are \$10 for Paley members and \$15 for the general public.

#### Magic in the Mansion

"Theatre 40" will host an evening of magic performances throughout Greystone Mansion on August 6.

"Magic in the Mansion" will feature magicians Jimmy Hogeon, Nicholas Hosking, Hyim Levy and Martin Taft from 5:00 to 8:00pm.

Tickets are \$100 per person which includes appetizers, drinks on the terrace, and performances throughout the mansion.

Since seating is very limited, reservations must be made by August 4 at (310) 364-0535. There is free parking at Greystone Mansion. Proceeds will go to "Theatre 40."

The Greystone Mansion is located at 905 Loma Vista Drive in Beverly Hills.

letters cont. from page 2

dential areas and our schools raise serious questions on safety and construction impacts that cannot be lightly ignored, no matter how much that would benefit Century City.

I want to express my vehement opposition to the MTA's possible rerouting of the Red Line Subway, which would result in tunneling under my home, my neighbors' homes and our children's schools.

The MTA has been evaluating an alternative route from Beverly Hills to Century City that would require tunneling under many homes in the Linden/Spalding/Lasky area as well as underneath The Good Shepherd School and Beverly Hills High School. If adopted, this route could have lasting and significant adverse impacts for the residents of Beverly Hills and the city itself.

The motivation for the change in routes appears to stem from the fact that the MTA now prefers a subway stop at Constellation and Avenue of the Stars versus the originally planned stop at Santa Monica Blvd and Avenue of the Stars.

The original route, which was endorsed by the MTA and the City of Beverly Hills would have taken the subway under Santa Monica Blvd and avoided nearly all residential areas. However, the MTA's forecast model now projects higher ridership by moving the stop one block south.

I am supportive of maximizing MTA ridership for the obvious reasons of increased revenue, decreased congestion and of course lower carbon emissions. However, I have my doubts that there would be markedly different ridership levels by moving the subway just one block, but let's assume for a minute that the MTA is correct.

The question I ask myself is: Does the benefit of this projected increased ridership outweigh the significant costs and unforeseen risks that the residents of Beverly Hills will have to incur?

This leads to a basic cost/benefit analysis, which I doubt the MTA has undertaken. As for the benefits, I will leave it to the MTA to publicly comment on exactly what their assumptions are that led them to the conclu-

sion of increased ridership and how they quantify the economic benefit of this change.

I would also ask them to determine if the benefits of the route change outweigh the private costs that the residents of Beverly Hills may have to bare such as possible seismic damage, settlement, noise, vibration, etc. Does the MTA's analysis look holistically at both the public and private costs associated with this change? Even the MTA's own experts admit that there may be up to ? inch settlement and that there are ways to "mitigate" (not eliminate) other impacts during and post construction.

By selecting the alternate route, the MTA

will be directly responsible for the black cloud that will likely hang over the SW Beverly Hills neighborhood for the next decade. What home buyer is going to pay full price for a home that is supposed to have a subway tunnel underneath it?

The magnitude of the uncertainty related to the construction issues could cause stagnation and value impairment of our real estate. This will be the case until the subway is completed and the impact is known, which could take over a decade. Does the MTA really want to inflict this pain onto so many residents? For most of us, our home is our most valuable asset and to think that its

value could be substantially impaired to allow a subset of riders to walk one less block is unfathomable.

The MTA has done a commendable job in spearheading the development of the much needed Westside Extension and I truly hope that they will select the original and "locally preferred route" of Santa Monica Blvd instead of the route through my community and my family's most valuable assets: our home and our schools.

Jake Blumenthal  
Beverly Hills

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# from the hills of beverly



## Shaking City Hall

### Other Notes of Interest

By Rudy Cole

Does the city really need one assistant and two deputy city managers, especially now when we are drastically cutting services and staff in every agency and city department?

And whose brilliant idea was it to tear up Charleville at the same time repair work is being done on North Beverly, and access to North Crescent is blocked from Santa Monica Boulevard during construction of the Annenberg? An important part of the triangle looks like a war zone.

But first a word on staff organization: This is not about the competence of the people holding the jobs, although there are questions of empire building that have created morale problems at city hall.

Under the most recent organizational charts, **Mahdi Aluzri** is assistant city manager, with **David Lightner** and **Cheryl Friedling** holding the titles of deputy city manager, both reporting to Aluzri, who reports to City Manager **Jeff Kolin**.

Aluzri is a top professional with heavy experience in city divisions and departments. Before they were consolidated in one division, he had management jobs in both planning and building and safety

Lightner also worked in other departments before advancing to the post of deputy. Friedling was mostly in the private sector, had no Beverly Hills experience prior to being hired as a deputy city manager for communications, and has now absorbed other responsibilities, including "economic sustainability." This latter chore was shuffled from Aluzri to Friedling, probably to rationalize her taking over as liaison to the Conference and Visitors Bureau and the Chamber of Commerce. Why and how her communication duties now include CVB and Chamber links did not sit well inside administrative offices.

True, City Manager Jeff Kolin needs some time to place his own crest on organization, and both Friedling and Lightner report

"through" Aluzri, but is the city manager's office too top heavy with chores better assigned to the various city divisions? Friedling's new duties were very professionally handled by a lower level staffer. It may also be quite chilling to have a person with the title of Deputy City Manager attend CVB meetings which supposedly operates independently of city government.

First, the positive: Although information flow still needs improvement, the city has made very significant advances in keeping the community informed on government actions and department activities. A very competent public relations person, **Cheryl Burnett**, has earned the respect of the working press.

However, for many years her duties were included in a city division, Community Services, and not through a deputy city manager.

Logically, that's where it belongs. What makes no sense is to divide "economic" matters between two deputies. Why does Lightner have economic development and Friedling economic sustainability?

One of former City Manager **Rod Wood** most significant reorganization moves was to combine various departments into more manageable divisions. He united planning and

building and safety into Community Development and placed all kinds of duties, including library and events inside Community Services. The city now has seven different divisions reporting to the city manager.

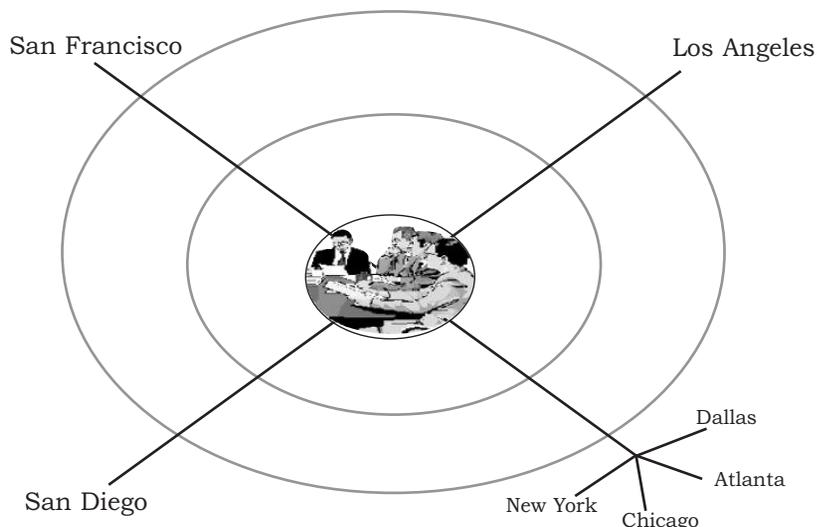
Under the city manager form of government, each division and department is under the direction of the city manager, not the council. That office hires and fires everyone except the city attorney and city clerk, both of those are council responsibilities. What has become somewhat muddled is the request for support or assistance by councilmembers to assistant and deputy city managers, sometimes without running the chores through the city manager or even with a council majority approval. Yes, that does help enhance the status of the deputy, but it sometimes makes for duplication of efforts or time spent on projects that have little chance of gaining majority council backing.

What also must be seen as a waste of resources is the possible hiring of a "search" firm to find a replacement for **Steve Miller** who recently retired as head of Community Services. Two highly competent staff members, trained and selected by Miller, will obviously advance to lead that Division. Aside from our commitment to promote from within whenever possible, this time there should be no doubt of both qualifications and merit. No need to throw money at head hunters to see if someone in Bakersfield could also handle the job.

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Pictures are models \*Or your visit is free

More important is the need to maintain city services in the face of far more drastic losses in revenue than anyone expected. How and where cuts are made could impact the quality of life in our village for years.

Losing competent city staff members instead of reducing other expenditures is not in the public interest. When an experienced staffer goes, so does the knowledge and experience that has made this city one of the best managed in the nation. We can hold off on street repairs, but replacing a knowledgeable and competent city inspector is very counter-productive as are cuts in police and fire services.

\*\*\*

Councilmember **John Mirisch** took a hit in a letter to the editor in another newspaper. The writer strongly objected to Mirisch's efforts to limit medical office buildings in Beverly Hills.

In a sense, both the correspondent and Mirisch were right, and also wrong.

Mirisch was faulted for using city powers to control the free market by zoning. But that ship sailed many years ago.

Municipal governments do have the responsibility to determine the best, most viable use of private property, through zoning and adoptions of a general plan. Without that "police power" there would be chaos in land use.

Included in that authority are uses that are most economically advantageous. Some years back, the city adopted stringent ordinances limiting financial institutions in the business triangle. Why? As one example, state law exempts most of these, including savings and loans and banks, from paying many city taxes, including sales tax. The ordinance was enacted to encourage tax paying retailing, and it worked.

But the other side of the issue, and where I feel Mirisch is wrong, is in making the ban on medical city wide. The original ordinance intent was to limit medical uses in the business triangle. At one point, a large percentage of office rentals inside our most expensive commercial area was indeed medical, with little or no ground floor retailing. The then city council wanted to reverse this by adopting the medical use ordinance. The real purpose was

to create more ground floor retailing and the tool was requiring more parking for medical buildings.

As a result, most new medical found space in offices east of Doheny and little in new construction.

What Mirisch is not seeing realistically is that the east Wilshire area is not likely to attract entertainment related industries and even if they did, it might have a reverse impact on our economy. Any talent agency outside the business district could more easily place visitors in the two leading Los Angeles hotels right on our border and within blocks of Wilshire and Robertson, as one example. These same professionals also could dine and entertain clients at these hotels and at many first rate restaurants within walking distance, but paying taxes to West Hollywood and Los Angeles.

Another serious impact on limiting medical anywhere in our city is the pressure it creates to raise rents for our remaining docs. Since there is more demand for medical than almost any other office space use in the current economy, the artificial limitation the city might create, and Mirisch supports, could not only increase rents but also medical costs.

To place all medical in one do not build category is also impractical and outdated. The medical type uses in our city are not the same as what was here when the original ordinance was adopted. Today, many practices are cosmetic and, a study might well show, produce customers for nearby retailers and restaurants. Certainly, the shops on Bedford Drive, which has a very intensive medical presence, does benefit from their proximity to the modernized and renovated medical building's on the street. It is a very successful mix. The medical buildings have few vacancies and the shops and eateries on the street flourish.

Yes, the economy will improve and we will see more demand for office space and that could level out medical and non-medical demand. However, the quest for another William Morris will not lead to rentals on our eastern borders. As for multi-plex theaters, that industry continues to shrink and even when it was more aggressive and space was available in Beverly Hills, they did not come to our village.

Medical building developers and the city

need to be partners and not adversaries. New, well designed buildings in the eastern portion of our city could have a very positive impact on improvements in a neglected section of Beverly Hills even if they are mostly medical. (For the record: I have in the past represented medical business interests and medical associations.)

\*\*\*

Speaking of development plans, the speculation of what could or might happen to the former Robinson's-May property, or 9900 Wilshire as a project to create luxury condominiums on the site was called, remains very much in limbo.

**Carlos Slim**, probably one of the richest men in the world, has the current controlling interest of the financial groups that took over the property when Candy and Candy defaulted on their financing. But Slim has not approached the city with any new ideas on uses, and the condo market, at least for now, has diminished in demand.

With Beverly Hills facing more and more competition from LA Live, at least one councilmember had a very interesting proposal: Encourage development of a major resort, convention friendly hotel. We do lose convention business because we are not able to supply sufficiently large meeting rooms for major users, including trade shows and conventions.

Councilmember **Nancy Krasne** also had another suggestion: The city should encourage **Beny Alagem**, owner of the Beverly Hilton, to purchase the 9900 property and make both a combined, new hotel grouping which would include a convention center.

Alagem, who has made important improvements and upgrading of the Beverly Hilton, also landing him an additional star for the property, still has the ability to create a Waldorf Astoria, the voter approved addition for the Hilton property, which will probably not happen until the economy makes a more dramatic improvement and hotels are able to once again obtain bank financing.

However, there is some irony in the Krasne proposal: She was a strong opponent of the Hilton expansion plan. Her explanation is the

serious challenge Beverly Hills faces from downtown Los Angeles' LA Live. "We need to be realistic and face our revenue needs," she explains.

\*\*\*

Still revising our list of people who have major impacts on our village and realized, although I did include the Fenton family, I failed to single out Frank. I did list his many accomplishments when a park area on La Cienega was named in his honor. But for the record, no other former or present leader has held as many offices as **Frank Fenton**, and always with distinction. Incredibly, Frank has been school board member, board president, member and chair of two city commissions, the elected City Treasurer and finally councilmember and mayor. That is a record it will be hard to beat or even duplicate.

\*\*\*

The legendary **Monty Hall** and Rabbi **Jack Pressman** did outstanding job leading the memorial service for former Mayor **Maxwell Hillary Salter** last Sunday. A standing room only crowd filled Temple Beth Am's enormous auditorium with more waiting outside for the reception. Speakers included long time friend County Supervisor **Zev Yaroslavsky** who recalled their years long community and political association.

Learning of Salter's passing, of natural causes, Vice President **Joe Biden** made an unexpected visit to the Salter residence on North Linden, complete with a cavalcade of security people.

More reminisces of Salter's life and times next week, but our condolences again to Janet and the large Salter family. It was also touching to see a long time family friend and helper, the always friendly and well-organized Ana, welcoming visitors and controlling her own grief.

*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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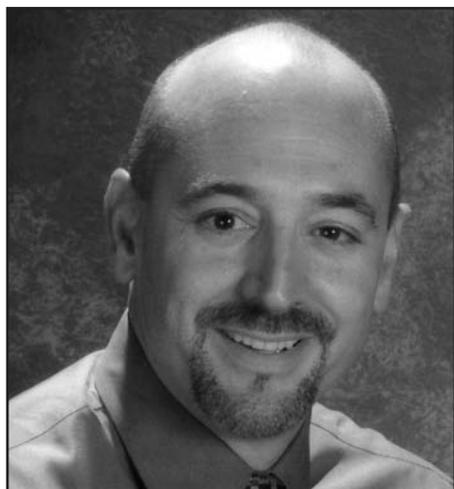
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# people & profiles

## BHEA President Mark Frenn weighs in on taking over the teacher's union

By Jessica Miller



**You have been a Beverly Vista math teacher for many years. Why teach math?**

I actually started teaching in Pasadena as a French teacher. The French Department was shrinking and the Math department was growing. I had a bit of a math background so I went back and finished my course work to get my credentials in math as well. I never went back to teaching French.

**Why did you want to become union president?**

I had lots of experience working with administration. My biggest concern was that I would be pulled out of the classroom.

What really got me to take the position is

the fact I believe I have the ability to move our association forward.

**Tell us what the job entails.**

There are many official duties outlined in the bylaws. I run the meetings and coordinate the newsletters.

The president is also involved in bargaining. I pick the bargaining members. I'm also the face of BHEA, so there are a lot of unofficial duties connected with that as well. Some of those include meeting with other stakeholders in town, and working in conjunction with the teachers.

**What is on BHEA's upcoming agenda?**

Well we are currently dealing with a lot of transfers. Teachers are moving from one school to the other. I'm making sure the transfers go smoothly. It can be a very emotional process and I'd like to be able to help.

We also have lots of new administration at the school sites, as well as in Human Resources and Business Services.

I'd like to see more people involved in activities. We need many people on all levels. We're here to foster a sense of connection.

**You were critical of the Board's dismissal of [Beverly Vista principal] Irene Stern in 2006. How do you feel about her returning?**

The two situations are totally separate in my mind. Yes, I was upset with process of which she was removed. We were not successful in seeking a replacement for our school.

We really wanted the best principal possible. After two rounds of interviews with different pools of candidates the Board did not find the best candidate possible.

I can't think of anyone better than Irene Stern who has experience with our school and with our district. She can come in and really get us running right away. I was very receptive of her coming back.

This will give us time to really find the best candidate for the permanent position. It's good for our students, staff, and district. She can get us up and running right away.

**The current Board of Education is the first one in recent memory where four members were endorsed by BHEA. Do you notice a difference in the Board from before?**

I certainly do. The communication between the Board and the BHEA is stronger. This Board has given credence to teachers who have indicated there are problems in their department. In the past, members have thought their input was falling on deaf ears.

Now I see open communication with all parties. We're seeing a real effort to get a line-item budget going. No one is above anyone else.

We really are all entitled to see how the money is being spent and which programs are effective, and which are not. We're basically promoting the things that are working and replacing or fixing the things that are not.

**The previous Board relied heavily on TOSA's (teachers on special assignment), which many veteran teachers felt was ineffective. What type of professional development do you feel is effective?**

TOSA's and professional development are two different issues in my mind. I was a participant in the Bosse leadership academy classes. There were a number of speakers and topics that could be very useful for professional development.

Professional development needs to come from the staff that is being developed. Staff needs to come up with the ideas for the development. That way they will have a greater buy-in, rather than having the administration decide what the needs are for the teachers.

It's really important for teachers to realize they are their own PR people, and to be sen-

sitive to how other people view them and their programs.

We need to look at our own individual strengths and weaknesses, and learn how to capitalize on the strengths while working on the weaknesses.

**What obstacles do you foresee for BHEA?**

I'm really not looking for obstacles. I don't foresee any significant obstacles at this time. That doesn't mean there won't be bumps in the road.

Changes within our current administration will provide us with a way to move forward with a clean slate.

There always will be bumps in the road, but I'm hoping they will be minimal and we will be able to smooth them out without too much difficulty.

There is a possibility our economic condition of the state could add pressures, so we'll have to deal with those as they come. Right now I'm just trying to focus on the positive.

**Your Beverly Vista teaching colleague Merle Bauer will be serving as BHEA Vice President. Tell us about that.**

Merle [Bauer] and I have been colleagues for the 17 years I've been at Beverly Vista. We've worked as a team. A strong, solid team. Throughout that process we became good friends.

That is an advantageous position for me to be in. Not only is Merle a great friend, and someone I trust with absolutely everything; but she is also one of the strongest and most respected teachers in the district. She is also a respected member of the community.

Merle will bring a level of professionalism and credibility to our Association. Most of all, I know I won't be alone and I'll have someone working closely with me on the decisions I have to make.

**Outgoing President Chris Bushee has been President of BHEA for nearly 5 years. Did he give you any advice?**

Chris Bushee said communication was going to be key. He cautioned me, and said to be organized and not get overwhelmed, and to keep things in perspective.

He said a lot of time would be spent with email and newsletters and with general communication.

He was also very envious of me because I'm inheriting such a positive situation. I couldn't agree more.

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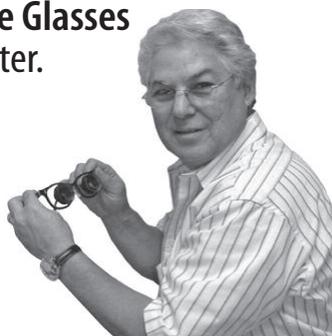
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# coverstory

## IN THE WORKS

### The Weekly's interview with Public Works Commission Chair Steve Weinglass

By Jessica Miller



#### What is the commission working on right now?

The ongoing water issue! I always ask people, when was our last good sustained rain? Well everyone thinks last winter we had some snow and a few rainy days so everything should be solved right? Absolutely not. We would need at least 6 straight consecutive winters like that to fill the shortage we are experiencing. So, it's the idea of conservation. Let me say this, people of the city are doing very well. The majority of people are getting the message.

Another issue coming up is trash removal services. Two of my fellow commissioners and myself had lunch the other day, and after lunch we walked down the alley to take a look. Right now I'm a big fan of [the commissioners] Howard Fisher, Joseph Stabler, Peter Foldvary, Farshid Joe Shooshani. I can ensure people this is a crew that really reads their docket and rings staff of public works to be honest.

#### How has the commission changed since you were first appointed as vice chairperson?

We are taking a harder look on cutting costs. We are in the process of examining, only examining, the idea of setting up Beverly Hills as its own utilities company.

That might mean a large savings to people here in Beverly Hills. We are challenging Southern California Edison. We pay and everyone else benefits. So we can wind up playing less, and reexamine our contracts with Edison. Right now they charge us on a tier level. Another option is we can wind up being our own company and at least for our money get immediate service. We're looking to break away. Things are moving on, people should be reassured the commission is ready

to take new look.

#### Tell us about your career outside of the commission.

I am first and foremost a musician. Since I was 14 and I'm 61, so I've been playing for 47 years now. I've played everything from guitar to piano, keyboard, electric bass, drums, and trumpet. I've enjoyed my career.

I also owned solar company and bookstore. I've been a real estate broker, and I was second in command of a maintenance fleet on east coast. You want to be a musician, you learn to do a lot of things! I put up with a "feast or famine" life style, and then it was time to raise a family.

Currently, I've become a music supervisor on films, and I'm producing. I see such talent. I'm so fortunate to have grown up through the "players era", where musicians play five or six nights a week. Young musicians always ask me how to do it. Put the pressure on! Get out there and play.

#### Last year, after the installation of the smart water meters, there were some financial problems. The system had some problems reading the meters, and the commission was behind in billing cycles. Has that subsided?

Were up to date now! They are active online. That was a major change for the city. Were in such great shape. It took 8 months to do so, but when you think about what we've done, it's amazing. We changed out every meter in the city and got them online.

When you think about the past a meter was read every 30 days, sometimes more. How long would it take before we knew there was a problem? Today we read it 4 times a day! The computer throws up red flags for us so we know immediately. Think about the savings. It's huge on a conservation level, and for the consumer as well.

#### What are your goals for the commission this year?

The prime directive of the Commission is to inform the City Council, and they implement and vote on the issues. Our focus is to continue to really save citizens money. We are petitioning all people who have contracts with our city to take a 10 percent reduction, to help support the city you know. Were using you're services, and you want to stay working with Beverly Hills? We've got to knuckle down, you can knuckle down too. You can help us out by reducing costs. It's

not going kill anybody. If you want to have a longevity relationship with our city, which we hold very high, show support in these rough times of the economy.

#### Tell us about your family. What do they think about your new position?

I have a full house. Although only one is left in house. I should mention everyone's names so I don't get any flack: Sarah Robinson, Jennifer Weiss, Richard Weiss, Antonia Carlotta, and Cassandra Shaw.

Cassandra is a 17 year old senior at Beverly High. She's a cheerleader. She's so busy. The kids love that I'm musician, although sometimes it's a thankless job.

#### How did you get involved with the commission?

During when Steve Webb was on the council and I did team Beverly Hills. I saw the ad in paper and I applied. I was specifically interested in Public Works. I really wanted that commission.

I have a background in things like fleet maintenance, real estate, landscaping, and basic development. I'm very keen about city planning and urban development. I've owned small businesses in the past. I had solar corporation in Maryland.

My earliest schooling was math and physics, so I'm a big fan of engineers. Now, I get to work with best engineers in the city and I appreciate that.

#### Last year there were talks of the city using more LED lighting rather than normal combustion lighting, to follow in the Los Angeles Department of Water and Power's footsteps. Has that happened?

Most certainly. That's one of my personal things. We are petitioning LED lighting for all of the secondary streets in Beverly Hills. My personal take is this, technology is doubling every year.

We are about to start a major project on Wilshire Blvd. When it was brought to us about a year and half ago, the technology for LED was half of what it is today. When you replace street lighting, you have to worry about regulations of the illumination of the street. The street has to be illuminated to a certain amount of watts so that accidents can't be thrown back at the city.

We can't just "willy nilly" put up LED's on Wilshire Blvd if the third lane isn't lit enough. We could be liable for accidents. We are right on the cusp of the creation of better LED's that we can use, but we're already getting ready to install new wiring for lower voltage capability for the city.

#### Is LED lighting more expensive? What are the benefits?

It takes less voltage to run. Don't forget, the city pays an electric bill too. So they cut costs for city. It would reduce all voltage requirements. Now we have to marry that desire with existing with the existing technology.

I believe that when we do install the bulbs, we'll find LEDs much more proficient. They're not that much more expensive. Especially with supply and demand. As more and more cities are turning to this, more and

more companies are manufacturing the fixtures to be complaint for LED adaptations. That is what my engineers ensure us here in town. By the time anything is ready, the fixtures we install will be adaptable for LED lighting.

#### What kind of technology does the commission plan to use in the future?

Well, our water meters, the LED lighting, the low flush toilets. We have a project afoot in which city buildings will start using solar energy.

Remember, some projects are public works are not projects of immediate usage. We have to always think thirty to forty years ahead. We know things will improve. We're okaying things for the future.

The future is coming, that's a given. Why not start getting ready now?

#### Tell us about working with the other commissioners.

Howard Fisher is a lawyer. Peter Foldvary is an MRI physician, a scientist. Farshid Joe Shooshani owns a metal steel corporation. Joseph Stabler is a real-estate developer. It is so beneficial because we each have our own things to keep track of.

I don't know if it was by design of the city, or how we all fell together, but it is all very good. For an example, [Peter] Foldvary took one of the wireless meters home with him one night to manually see the accuracy and flaws. He came back to us and said he really liked it. He's a civilian and a Beverly Hills homeowner. He took a hard look. We're hands on.

We are going to go take a look at a new trash facility at end of the week. Our entire staff is so excellent. Our team of engineers is high class.

#### Last year Beverly Hills had to cut back on water usage, what do you expect for water usage in the future?

The future is a combination of things. A. Public Awareness of conservation. B. There are more products available to us to help with conservation of water. We have the low flush toilets, and better sprinklers.

We know 60 percent of the water in Beverly Hills goes to landscaping. Now you can get a smart sprinkler system. They will not turn on in the rain, even though we don't have many rainy days. You can also cut down on the timer.

The truth is, we do not know the future. And anyone who does? Congratulations! We have to be intelligent and ready.

#### Is the commission doing anything in an effort to help the city "go green"?

Most certainly. That's what everything we've talked about is supposed to help with. I've attending meetings to help identity our carbon footprint. Policemen ride bicycles for routes, it takes fewer people to read our new meters.

We're reducing our carbon footprint. Yes, we as a commission want to cut costs. However our pursuit of conservationism will not stop. The more the city can show, the more people will want to get involved.

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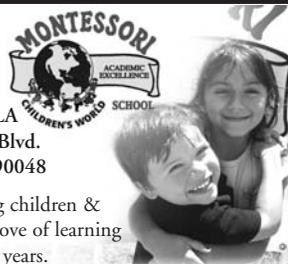
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Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100824282 The following person(s) is/are doing business as: LOS FELIS SHOE REPAIR 1755 Hillhurst Ave. Los Angeles, CA 90027. JOHNNY NADZHARYAN 8161 Shady Glade Ave. North Hollywood, CA 91605. The business is conducted by: An Individual. Registrant has not begun to transact business under the fictitious business name or names listed here. Signed: Johnny Nadzharyan, owner. This statement is filed with the County Clerk of Los Angeles County on: 6/16/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100836780 The following person(s) is/are doing business as: SAMMY'S TRUCKING 12717 Gault St. North Hollywood, CA 91605. SARKIS GAVOUTIAN 12717 Gault St. North Hollywood, CA 91605. The business is conducted by: An Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 7/1/2010. Signed: Sarkis Gavoutian, owner. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100824933 The following person(s) is/are doing business as: LIMITLESS ENTIVITY 2755 Mary St. La Crescenta, CA 91214. ANI GALESTANIAN 3522 Mevl P. La Crescenta, CA 91216. The business is conducted by: An Individual. Registrant has not begun to transact business under the fictitious business name or names listed here. Signed: Ani Galestanian, owner. This statement is filed with the County Clerk of Los Angeles County on: 6/16/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100838446 The following person(s) is/are doing business as: TECHNOOGN GROUP 11156 Gerald Ave. Granada Hills, CA 91344. GERALD ROGERS 11156 Gerald Ave. Granada Hills, CA 91344. The business is conducted by: An Individual. Registrant has not begun to transact business under the fictitious business name or names listed here. Signed: Gerald Rogers, owner. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100839476 The following person(s) is/are doing business as: AIR COOL CO.; BH AC AND HEATING CO. 1617 N. Fuller Ave. #412 Los Angeles, CA 90046. BENJAMIN HAKIM 1617 N. Fuller Ave. #412 Los Angeles, CA 90046. The business is conducted by: An Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 12/9/2010 Signed: Benjamin Hakim, owner. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100838880 The following person(s) is/are doing business as: AMATA SPA 929 ? N. Western Ave. Los Angeles, CA 90029. RATH PAKMAL 4324 Beck Ave. Studio City Los Angeles, CA 91604. The business is conducted by: An Individual. Registrant has not begun to transact business under the fictitious business name or names listed here. Signed: Rath Pakmal, owner. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100839353 The following person(s) is/are doing business as: CLOSE UP MODELING AGENCY; CLOSE UP MODELS AGENCY ; CLOSE UP AGENCY; LA MODEL AGENCY, LA MODELS AGENCY AGENCY;CLOSE UP PHOTO AND VIDEO (PRODUCER) 5305 Lindley Ave. #20 Tarzana, CA 91356. ALI BIGDELI 5305 Lindley Ave. #20 Tarzana, CA 91356. The business is conducted by: An Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 4/23/2010. Signed: Ali Bigdeli, owner. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100839641 The following person(s) is/are doing business as: ADVANCED RESOLUTION SPECIALIST. 18034 Ventura Blvd. #13 Encino, CA 91316. ADVANCED REVENUE CORP. 18034 Ventura Blvd. #13 Encino, CA 91316. The business is conducted by: A Corporation. Registrant has not begun to transact business under the fictitious business name or names listed here. Signed: Advanced Revenue Corp, President. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

FICTITIOUS BUSINESS NAME STATEMENT: 20100839641 The following person(s) is/are doing business as: A CONSTRUCTION AND DESIGN 4570 Van Nuys Blvd. Sherman Oaks, CA 91403.GARAGE DOOR 4 LESS, INC. 4570 Van Nuys Blvd. Sherman Oaks, CA 91403. The business is conducted by: A Corporation. Registrant has not begun to transact business under the fictitious business name or names listed here. Signed: Aviv Lubrini, Garage Door 4 Less, President. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010 22980

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 20100769159  
Date Filed: 6-07-10  
Name of Business: PHILIPPINE AMERICAN RACING ASSOCIATION 20022 Curassow Ct., Canyon Country, CA 91351  
Registered Owner: JUNOBY INC. / TOBY CALDERON 20022 Curassow Ct., Canyon Country, CA 91351  
Current File # 20100690716  
Date: 5/20/10  
Published: 6/24/2010, 7/01/10, 7/08/2010, 7/15/2010

FICTITIOUS BUSINESS NAME STATEMENT: 20100713075 The following person(s) is/are doing business as: COLOR ZONE SUPPLY, 4760 E OLYMPIC BLVD, LOS ANGELES, CA 90022. MARIO MIRAMONTES, 4760 E OLYMPIC BLVD LOS ANGELES CA 90022. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed: MARIO MIRAMONTES. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/25/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et

seq., B&P Code.) Published: 6/24/2010, 7/1/2010, 7/8/2010, 7/15/2010 18436

FICTITIOUS BUSINESS NAME STATEMENT: 20100713334 The following person(s) is/are doing business as: LEGALLY YOURS, 21308 PATHFINDER ROAD SUITE 217, DIAMOND BAR, CA 91765. ANDREA J. DUBOIS, 2458 SUNBRIGHT DRIVE DIAMOND BAR CA 917656. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 5/1/2010. Signed: ANDRE DUBOIS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/25/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/1/2010, 7/8/2010, 7/15/2010 18438

FICTITIOUS BUSINESS NAME STATEMENT: 20100713619 The following person(s) is/are doing business as: PARAGRAPH DELIVERY, 14012 S KALSMAN, COMPTON, CA 90222. PARAGON DELIVERY, 14012 S KALSMAN COMPTON CA 90222. 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: JERRY LYDELL BREW. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 5/25/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/1/2010, 7/8/2010, 7/15/2010 18437

FICTITIOUS BUSINESS NAME STATEMENT: 20100732192 The following person(s) is/are doing business as: THE GLASS MAN, 5131 W SILVER ARROW RD, RANCHO PALOS VERDES, CA 90275. EASY OPTIMIZED SOLUTIONS INC., 5131 W SILVER ARROW RD RANCHO PALOS VERDES CA 90275. 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: HASSAM QAMAR, 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: 5/28/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/1/2010, 7/8/2010, 7/15/2010 18439

FICTITIOUS BUSINESS NAME STATEMENT: 20100738396 The following person(s) is/are doing business as: COLLIDE, PROJECT COLLIDE, 264 S.ALEXANDER AVE, LOS ANGELES, CA 90004. PETER KIM, 264 S.ALEXANDER AVE LOS ANGELES CA 90004. 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: PETER KIM. 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: 6/1/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 6/24/2010, 7/1/2010, 7/8/2010, 7/15/2010 1833

FICTITIOUS BUSINESS NAME STATEMENT: 20100796170 The following person(s) is/are doing business as: VALLEY COMPUTER CORNER; VALLEY-COMPUTERCORNER.COM 6309 Van Nuys Blvd. #102, Van Nuys, CA 91401.ZIBA GHAZVINIAN 5807 Topanga Cyn Blvd. #K302, Woodland Hills, CA 91367. The business is conducted by: An Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/10/2010. Signed: Ziba Ghazvinian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/10/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2298

FICTITIOUS BUSINESS NAME STATEMENT: 20100778040 The following person(s) is/are doing business as: CLASSIC CARS FOR HIRE 6015 ? Broadway, Los Angeles, CA 90003.DWAIN GRAY; JAYNE GRAY 3787 Cimarron Street, Los Angeles, CA 90018. The business is conducted by: Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on 6/08/2010. Signed: Dwaain Gray, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/08/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2299

FICTITIOUS BUSINESS NAME STATEMENT: 20100704518 The following person(s) is/are doing business as: NEEDBALANCE 14622 Ventura Blvd. Suite 102-814, Sherman Oaks, CA 91403.THE ROBERTS COMPANY & AFFILIATES, INC. 14622 Ventura Blvd. Suite 102-814, Sherman Oaks, CA 91403. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 5/24/2010. Signed: Susan Hutchedn, Secretary, The Roberts Company & Affiliates, Inc. This statement is filed with the County Clerk of Los Angeles County on: 5/24/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2300

FICTITIOUS BUSINESS NAME STATEMENT: 20100825809 The following person(s) is/are doing business as: OPTIMA JEWELRY 2447 Benedict Cyn. Drive, Beverly Hills, CA 90210.WARPED ART PRODUCTION INC 2447 Benedict Cyn. Drive, Beverly Hills, CA 90210. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 6/16/2010. Signed: Volker Fleck, President, Warped Art Production Inc. This statement is filed with the County Clerk of Los Angeles County on: 6/16/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2301

FICTITIOUS BUSINESS NAME STATEMENT: 20100773756 The following person(s) is/are doing business as: MY WAY SANDWICH; MY WAY SANDWICH-ES; IRANIAN IDEAL; PERSIAN IDEAL 339 N. Palm Dr. #202, Beverly Hills, CA 90210.BEVERLY HILLS BESTFIELDS INVESTMENTS INC. N. Palm Dr. #202, Beverly Hills, CA 90210. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 6/08/2010. Signed: President, Beverly Hills Bestfields Investments Inc. This statement is filed with the County Clerk of Los Angeles County on: 6/08/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2302

FICTITIOUS BUSINESS NAME STATEMENT: 20100857941 The following person(s) is/are doing business as: GAGE GORMAN MANAGEMENT 929 Westmount Drive, West Hollywood, CA 90069.GAGE R. GORMAN 929 Westmount Drive, West Hollywood, CA 90069. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/23/2010. Signed: Gage R. Gorman, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/23/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2303

FICTITIOUS BUSINESS NAME STATEMENT: 20100857942 The following person(s) is/are doing business as: MALKIN INCIN 8166 Orion Avenue, Van Nuys, CA 91406.SIRECAN MKRTRCHIAN 11711 Kittinger Street #6, North Hollywood, CA 91606. The business is conducted by: an Individual. Registrant has begun to

transact business under the fictitious business name or names listed here on 6/23/2010. Signed: Sirecan Mkrthian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/23/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2304

FICTITIOUS BUSINESS NAME STATEMENT: 20100845818The following person(s) is/are doing business as: REVO FITNESS SYSTEMS 4422 Finley Avenue #8, Los Angeles, CA 90027.SAVA MARKOVIC 4422 Finley Avenue #8, Los Angeles, CA 90027. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/21/2010. Signed: Sava Markovic, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/21/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2305

FICTITIOUS BUSINESS NAME STATEMENT: 20100861790The following person(s) is/are doing business as: MISIONEROS PREDICADORES DE JESUS Y MARIA 5249 ? Alhambra Avenue, Los Angeles, CA 90032.MISIONEROS PREDICADORES DE JESUS Y MARIA 5249 ? Alhambra Avenue, Los Angeles, CA 90032. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 6/23/2010. Signed: Mauricio Cuesta, President, Misioneros Predicadores De Jesus Y Maria. This statement is filed with the County Clerk of Los Angeles County on: 6/23/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2306

FICTITIOUS BUSINESS NAME STATEMENT: 20100861304The following person(s) is/are doing business as: CREATIVE CANVAS BY KEVIN MANDRELL 10548 Eton Avenue, Chatsworth, CA 91311.KEVIN MANDRELL 10548 Eton Avenue, Chatsworth, CA 91311. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/15/2010. Signed: Kevin Mandrell, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/23/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2307

FICTITIOUS BUSINESS NAME STATEMENT: 20100871858The following person(s) is/are doing business as: CLEAR PATH LIFE COACHING 263 W. Olive Avenue #270, Burbank, CA 91502.SUE H. ZENGER 263 W. Olive Avenue #270, Burbank, CA 91502. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/25/2010. Signed: Sue H. Zenger, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/25/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2308

FICTITIOUS BUSINESS NAME STATEMENT: 20100854240The following person(s) is/are doing business as: E.M. DESIGN 7404 Fulton, West Hollywood, CA 91605.ERIC MANIEV 10554 Plainview Avenue, Tujunga, CA 91042. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/22/2010. Signed: Eric Maniev, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/22/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2309

FICTITIOUS BUSINESS NAME STATEMENT: 20100852186The following person(s) is/are doing business as: ROOTERS ON TIME 14702 Magnolia Blvd. #C, Sherman Oaks, CA 91403.LEVON LEO GOMUROUYAN; AZATUHI AZA GOMUROUYAN 14702 Magnolia Blvd. #C, Sherman Oaks, CA 91403. The business is conducted by: Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on 6/22/2010. Signed: Levon Leo Goumrouyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/22/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2310

FICTITIOUS BUSINESS NAME STATEMENT: 20100853105The following person(s) is/are doing business as: CLEAN GREEN CLEANING SERVICES 4646 Natick Avenue #305, Sherman Oaks, CA 91403.JOSE SOLIS 5459 Lubao Avenue, Woodland Hills, CA 91364; HECTOR HERNANDEZ 4646 Natick Avenue #305, Sherman Oaks, CA 91403. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on 6/22/2010. Signed: Jose Solis, Owner/ Partner. This statement is filed with the County Clerk of Los Angeles County on: 6/22/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2311

FICTITIOUS BUSINESS NAME STATEMENT: 20100846828The following person(s) is/are doing business as: LA FOOT CARE CENTER 17724 Sherman Way, Reseda, CA 91335.LIMING LONG 5940 Golden West Avenue, Temple City, CA 91780. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/21/2010. Signed: Liming Long, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/21/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2312

FICTITIOUS BUSINESS NAME STATEMENT: 20100853262The following person(s) is/are doing business as: SHIRAK PLUMBING SERVICE 1933 Los Encinos Avenue, Glendale, CA 91208.ARMEN GALSTYAN 1933 Los Encinos Avenue, Glendale, CA 91208. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/20/1996. Signed: Armen Galstyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/22/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2313

FICTITIOUS BUSINESS NAME STATEMENT: 20100853420The following person(s) is/are doing business as: FAST SHIPPING 20508 Ventura Blvd. #212, Woodland Hills, CA 91364.OREN SABAG 20508 Ventura Blvd. #212, Woodland Hills, CA 91364. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/22/2010. Signed: Oren Sabag, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/22/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2314

FICTITIOUS BUSINESS NAME STATEMENT: 20100843475The following person(s) is/are doing business as: CASSIE'S CORNER 12019 Pierce Street, Lakeview Terrace, CA 91342.CHERYL ANN I. DIMAPORO 12019 Pierce

Street, Lakeview Terrace, CA 91342. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/21/2010. Signed: Cheryl Ann I. Dimaporo, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/21/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2315

FICTITIOUS BUSINESS NAME STATEMENT: 20100859635The following person(s) is/are doing business as: GIOVANNI COSMETICS, INC; GIOVANNI HAIR CARE; GIOVANNI ORGANIC BODY CARE; GIOVANNI ORGANIC SKIN CARE; GIOVANNI ORGANIC HAIR CARE; GIOVANNI NATURAL HAIR CARE; GIOVANNI ORGANIC COSMETICS; GIOVANNI ECO CHIC COSMETICS; GIOVANNI ECO CHIC HAIR CARE; GIOVANNI ECO CHIC BODY CARE; GIOVANNI ECO CHIC SKIN CARE 2064 E. University Drive, Rancho Dominguez, CA 90220.GIOVANNI COSMETICS, INC. 2064 E. University Drive, Rancho Dominguez, CA 90220. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on April, 1980. Signed: Arthur C. Guidotti, President, Giovanni Cosmetics, Inc. This statement is filed with the County Clerk of Los Angeles County on: 6/23/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2316

FICTITIOUS BUSINESS NAME STATEMENT: 20100859142The following person(s) is/are doing business as: CALANA SPORTS; CALANA ENTERPRISES 9458 Bianca Avenue, Northridge, CA 91325.ALLEN GRIGGSBY 9458 Bianca Avenue, Northridge, CA 91325. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/23/2010. Signed: Allen Griggsby, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/23/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2317

FICTITIOUS BUSINESS NAME STATEMENT: 20100868346The following person(s) is/are doing business as: AUTOMART EXPORT 20953 Devonshire Street #9, Chatsworth, CA 91311.AUTOMART EXPORT, INC. 20953 Devonshire Street #9, Chatsworth, CA 91311. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 6/24/2010. Signed: Mohammad Q. Fatah, President, Automart Export, Inc. This statement is filed with the County Clerk of Los Angeles

eral state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2325

FICTITIOUS BUSINESS NAME STATEMENT: 20100868578The following person(s) is/are doing business as: PICI'S DIAGNOSTIC CENTER 7670 Woodman Avenue, Van Nuys, CA 91402.JUAN JESUS VALENZUELA 7842 Cantaloupe Avenue, Panorama City, CA 91402.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/24/2010. Signed: Juan Jesus Valenzuela, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/24/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2326

FICTITIOUS BUSINESS NAME STATEMENT: 20100866776The following person(s) is/are doing business as: SHADOW FILMS 23003 N. Conde Drive, Valencia, CA 91354.NICOLE SLAMER-HIGDON 23003 N. Conde Drive, Valencia, CA 91354.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/01/2010. Signed: Nicole Slamer-Higdon, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/24/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2327

FICTITIOUS BUSINESS NAME STATEMENT: 20100874330The following person(s) is/are doing business as: MOK ENGINEERING 4743 Washington Blvd., Los Angeles, CA 90016; 1302 23<sup>rd</sup> Street, Los Angeles, CA 90007.FONG K. MOK 1302 23<sup>rd</sup> Street, Los Angeles, CA 90007.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/25/2010. Signed: Fong K. Mok, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/24/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2328

FICTITIOUS BUSINESS NAME STATEMENT: 20100874329The following person(s) is/are doing business as: MOK JEWELER'S 4743 Washington Blvd., Los Angeles, CA 90016; 1302 23<sup>rd</sup> Street, Los Angeles, CA 90007.FONG K. MOK 1302 23<sup>rd</sup> Street, Los Angeles, CA 90007.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/25/2010. Signed: Fong K. Mok, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/24/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2329

FICTITIOUS BUSINESS NAME STATEMENT: 20100875665The following person(s) is/are doing business as: TUPLET STUDIO;TUPLET MUSIC 2031 Holly Drive, Los Angeles, CA 90068.ERIC PAGE 2031 Holly Drive, Los Angeles, CA 90068.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 4/2007. Signed: Eric Page, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/25/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2330

FICTITIOUS BUSINESS NAME STATEMENT: 20100874595The following person(s) is/are doing business as: DIVERSIFIED MARKETING GROUP (DMG) 14758 Oteago Street, Sherman Oaks, CA 91403.JOEL H. SILVERSTEIN 14758 Oteago Street, Sherman Oaks, CA 91403.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/25/2010. Signed: Joel Silverstein, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/25/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010 2331

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 20100846262  
Date Filed: 6-21-10  
Name of Business: Q-CINA GREEN CAFÉ 5650/5648 Cahuenga Blvd., North Hollywood, CA 91601  
Registered Owner: GABRIEL VAZQUEZ HERNANDEZ 3611 West Victory Blvd., North Hollywood, CA 91601  
Current File # 2009-0335487  
Date: 3/10/2009  
Published: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 20100869324  
Date Filed: 6-24-10  
Name of Business: EC AND SON'S TRUCKING INC. 3543 E. Ave R12, Palmdale, CA 93550  
Registered Owner: EC AND SON'S TRUCKING INC. 3543 E. Ave R12, Palmdale, CA 93550  
Current File # 20081171933  
Date: 7/01/2008  
Published: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 20100896165  
Date Filed: 6-24-10  
Name of Business: LAWIS 5243 Yarmouth Avenue, Encino, CA 91316  
Registered Owner: ROMAN LYUBLINER 14401 Hartsok Street #314, Sherman Oaks, CA 91423  
Current File # 20090528502  
Date: 4/13/2009  
Published: 7/01/10, 7/08/2010, 7/15/2010, 7/22/2010

FICTITIOUS BUSINESS NAME STATEMENT: 20100887493The following person(s) is/are doing business as: BENVENITO ART STUDIO 5632 Van Nuys Blvd #162 Van Nuys, CA 91401.BENIK AGHABABYAN 5632 Van Nuys Blvd #162 Van Nuys, CA 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/29/2010. Signed: Benik Aghababyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2332

FICTITIOUS BUSINESS NAME STATEMENT: 20100887492The following person(s) is/are doing business as: HOSO'S TLC SUPPLIES 10945 Burbank Blvd #172 North Hollywood, CA 91601.HOVSEP HARUTYUNYAN 10945 Burbank Blvd #172 North Hollywood, CA 91601. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/29/2010. Signed: Hovsep Harutyunyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2334

FICTITIOUS BUSINESS NAME STATEMENT: 201008892140The following person(s) is/are doing business as: MILONGA MEDIA ENTERTAINMENT; RVI CAPITAL PARTNERS 8033 Sunset Blvd, Suite 1030, Hollywood, CA 90046.

VBRAZ GROUP, LLC 8033 Sunset Blvd, Suite 1030, Hollywood, CA 90046. The business is conducted by: A Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on 6/29/2010. Signed: Managing Group, Vbraz Group, LLC. This statement is filed with the County Clerk of Los Angeles County on: 6/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2335

FICTITIOUS BUSINESS NAME STATEMENT: 20100829839TThe following person(s) is/are doing business as: INNER-GENIUS; POETRY IN MOTION WORKSHOPS 6535 Wilshire Blvd. #101, Los Angeles, CA 90048; 1046 Alvara Street, Los Angeles, CA 90035.DEBORAH SCOTT STUDEBAKER 1046 Alvara Street, Los Angeles, CA 90035.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/15/2010. Signed: Deborah Scott Studebaker, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2336

FICTITIOUS BUSINESS NAME STATEMENT: 20100906609TThe following person(s) is/are doing business as: AA SUPREME SERVICE 342 S. Cochran Avenue Suite 407, Los Angeles, CA 90036; 5850 W. 3<sup>rd</sup> Street Suite E #290, Los Angeles, CA 90036.BRACHA LOW 342 S. Cochran Avenue Suite 407, Los Angeles, CA 90036; AVRAHAM S. HENDELES 318 S. Detroit Street Apt. 113, Los Angeles, CA 90036.The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on 6/01/2010. Signed: Bracha Low, Partner. This statement is filed with the County Clerk of Los Angeles County on: 7/01/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2337

FICTITIOUS BUSINESS NAME STATEMENT: 20100905978TThe following person(s) is/are doing business as: HAPPY HOODIE FRIENDS 3762 Hughes Avenue #304, Los Angeles, CA 90034.KAYLA TANGE 3762 Hughes Avenue #304, Los Angeles, CA 90034.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 7/01/2010. Signed: Kayla Tange, Owner. This statement is filed with the County Clerk of Los Angeles County on: 7/01/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2338

FICTITIOUS BUSINESS NAME STATEMENT: 20100905900TThe following person(s) is/are doing business as: 54<sup>TH</sup> ST. MINI MARKET 2731 54<sup>th</sup> Street, Los Angeles, CA 90043; 1511 S. St. Andrews Place #228, Los Angeles, CA 90019.YEHAISH-TESEFAY 1511 S. St. Andrews Place #228, Los Angeles, CA 90019.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 7/01/2010. Signed: Yehaish-Tesfay, Owner. This statement is filed with the County Clerk of Los Angeles County on: 7/01/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2339

FICTITIOUS BUSINESS NAME STATEMENT: 20100887491The following person(s) is/are doing business as: JOLINA, BEVERLY HILLS 9649 Olympic Blvd., Beverly Hills, CA 90212.ROXBURY HOMES, LLC 140 S. Beverly Drive #200, Beverly Hills, CA 90212.The business is conducted by: a Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on 6/10/2010. Signed: S. Hakim, Manager, Roxbury Homes, LLC. This statement is filed with the County Clerk of Los Angeles County on: 6/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2340

FICTITIOUS BUSINESS NAME STATEMENT: 20100755699TThe following person(s) is/are doing business as: EUROSTATION CREPES AND WAFFLES; PANINI EXPRESS 4454 W. Slauson Avenue, Los Angeles, CA 90043. MALCOR FOODS, LLC 4454 W. Slauson Avenue, Los Angeles, CA 90043.The business is conducted by: a Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on 6/03/2010. Signed: Rene Ramos, Member, Malcor Foods, LLC. This statement is filed with the County Clerk of Los Angeles County on: 6/03/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2341

FICTITIOUS BUSINESS NAME STATEMENT: 20100906526TThe following person(s) is/are doing business as: PIONEER 6133 Bristol Parkway Suite 355, Culver City, CA 90230.PRIMP MARKETING INC 6133 Bristol Parkway Suite 355, Culver City, CA 90230.The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 5/24/2010. Signed: President, Primp Market Inc. This statement is filed with the County Clerk of Los Angeles County on: 7/01/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2342

FICTITIOUS BUSINESS NAME STATEMENT: 20100905467TThe following person(s) is/are doing business as: WILL'S LIQUOR AND MARKET 6513-15 West Blvd., Inglewood, CA 90302.ABDUL JAMAL SHERIFF 6749 S. Sherbourne Drive, Los Angeles, CA 90056.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 7/01/2010. Signed: Abdul Jamal Sheriff, Owner. This statement is filed with the County Clerk of Los Angeles County on: 7/01/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2343

FICTITIOUS BUSINESS NAME STATEMENT: 20100905583TThe following person(s) is/are doing business as: IMMANUEL TRUCKING 3734 W. El Segundo Blvd. #212, Hawthorne, CA 90250.JULIO C. GARCES OTERO 3734 W. El Segundo Blvd. #212, Hawthorne, CA 90250.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 2003. Signed: Julio Garces, Owner. This statement is filed with the County Clerk of Los Angeles County on: 7/01/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2344

FICTITIOUS BUSINESS NAME STATEMENT: 20100904672TThe following person(s) is/are doing business as: ANGELS SPA & MASSAGE 20201 Anza Avenue, Torrance, CA 90503.RUDY MEOLI 1218 W. 185<sup>th</sup> Street, Gardena, CA 90248.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 4/14/2010. Signed: Rudy Meoli, Owner. This statement is filed with the County Clerk of Los Angeles County on: 7/01/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2345

7/15/2010, 7/22/2010, 7/29/2010 2345

FICTITIOUS BUSINESS NAME STATEMENT: 20100882481The following person(s) is/are doing business as: PACKED; PACKED WITH EVENTS 19010 W. 73<sup>rd</sup> Street, Los Angeles, CA 90047.NICOLE ELLIS 19010 W. 73<sup>rd</sup> Street, Los Angeles, CA 90047.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/28/2010. Signed: Nicole Ellis, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/28/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2346

FICTITIOUS BUSINESS NAME STATEMENT: 20100891899TThe following person(s) is/are doing business as: OPTIMA JEWELRY 2447 Benedict Canyon Drive, Beverly Hills, CA 90210.WARPED ART PRODUCTION, INC 2447 Benedict Canyon Drive, Beverly Hills, CA 90210.The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 6/29/2010. Signed: Volker Fleck, President, Warped Art Production Inc. This statement is filed with the County Clerk of Los Angeles County on: 6/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2347

FICTITIOUS BUSINESS NAME STATEMENT: 20100913859TThe following person(s) is/are doing business as: JIZZ ON TIME 1812 Foothill Drive, Glendale, CA 91201.ADDIE ISSAGHOLI 1812 Foothill Drive, Glendale, CA 91201; VAHAG ISMAILIAN 628 Lexington Drive, Glendale, CA 91203.The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on 7/02/2010. Signed: Addie Issagholi, Vahag Ismailian, Partners. This statement is filed with the County Clerk of Los Angeles County on: 7/02/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2348

FICTITIOUS BUSINESS NAME STATEMENT: 20100875420TThe following person(s) is/are doing business as: TOP BAIL BONDSMAN 4570 Van Nuys Blvd. #120, Sherman Oaks, CA 91403.ANDREA COLUMBIS 4570 Van Nuys Blvd. #120, Sherman Oaks, CA 91403.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/25/2010. Signed: Andrea Columbois, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/25/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2349

FICTITIOUS BUSINESS NAME STATEMENT: 20100883142TThe following person(s) is/are doing business as: HAMILTON & STEINBART INVESTMENTS 13758 Victory Blvd, Suite 201, Van Nuys, CA 91401.ARTEM TASLAKHCHIAN 3775 Trina Way, San Jose, CA 95117.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/28/2010. Signed: Artem Taslakhchian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/28/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2350

FICTITIOUS BUSINESS NAME STATEMENT: 20100889103TThe following person(s) is/are doing business as: DIAZ GARDENING SERVICE 25036 Chestnut Street, Newhall, CA 91321.DIAZ GARDENING SERVICES, INC. 25036 Chestnut Street, Newhall, CA 91321.The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 6/29/2010. Signed: Francisco Diaz, President, Diaz Gardening Services, Inc. This statement is filed with the County Clerk of Los Angeles County on: 6/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2351

FICTITIOUS BUSINESS NAME STATEMENT: 20100889104TThe following person(s) is/are doing business as: EL POTRERITO 9132 Sepulveda Blvd. Num. N-4, North Hills, CA 91343.AAS PEREZ CORPORATION 13337 Bradley Avenue, Sylmar, CA 91342.The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 6/29/2010. Signed: Sonia G. Perez, President, AAS Perez Corporation. This statement is filed with the County Clerk of Los Angeles County on: 6/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2352

FICTITIOUS BUSINESS NAME STATEMENT: 20100895356TThe following person(s) is/are doing business as: BLUE RIBBON DIAMONDS 550 S. Hill Street #1455, Los Angeles, CA 90013.LEOPOLD CHANG 11750 Preston Trails Avenue, Northridge, CA 91326.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on 6/30/2010. Signed: Leopold Chang, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/30/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2353

FICTITIOUS BUSINESS NAME STATEMENT: 20100895178TThe following person(s) is/are doing business as: ALL SPECTRUM; ALL SPECTRUM ELECTRONICS; ALL SPECTRUM AVIATION; NEONIXIE 7625 Hayvenhurst Avenue #4, Van Nuys, CA 91406.MOVSES KASAMANIAN 19040 Strathem Street, Reseda, CA 91335.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed hereon 2005. Signed: Movses Kasamanian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/30/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2354

FICTITIOUS BUSINESS NAME STATEMENT: 20100896207TThe following person(s) is/are doing business as: LUXXOR BEAUTY SALON 5214 Kester Avenue, Sherman Oaks, CA 91411.ANDREA COUTERERAS 5214 Kester Avenue, Sherman Oaks, CA 91411.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed hereon 6/30/2010. Signed: Andrea Coutereras, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/30/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2355

FICTITIOUS BUSINESS NAME STATEMENT: 20100880343TThe following person(s) is/are doing business as: AVIV CONSTRUCTION 4570 Van Nuys Blvd. #525, Sherman Oaks, CA 91403.ACAD INC 4570 Van Nuys Blvd. #525, Sherman Oaks, CA 91403.The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed hereon 6/28/2010. Signed: ACAD Inc, President. This statement is filed with the County Clerk of Los Angeles County on: 6/28/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed

prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2356

FICTITIOUS BUSINESS NAME STATEMENT: 20100880344The following person(s) is/are doing business as: RELATE TO SUCCEED 28987 Sam Place #6, Canyon Country, CA 91387.CAROL PILKINGTON 28987 Sam Place #6, Canyon Country, CA 91387.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed hereon 6/28/2010. Signed: Carol Pilkington, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/28/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2357

FICTITIOUS BUSINESS NAME STATEMENT: 20100891903TThe following person(s) is/are doing business as: CALIFORNIA PATROL AND PROTECTION 25768 Perlman Place #c, Stevenson Ranch, CA 91381.ISRAEL AYALA 25768 Perlman Place #c, Stevenson Ranch, CA 91381.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed hereon 5/12/2010. Signed: Israel Ayala, Owner. This statement is filed with the County Clerk of Los Angeles County on: 6/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 7/08/2010, 7/15/2010, 7/22/2010, 7/29/2010 2358

FICTITIOUS BUSINESS NAME STATEMENT: 20100894635TThe following person(s) is/are doing business as: FABDESIGNS, INC; FABDESIGNS 15760 Ventura Blvd. Suite 700, Encino, CA 91436.FABDESIGNS, INC 4963 Haskell Avenue, Encino, CA 91436.The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed hereon 9/09/1999. Signed: Concetta M. Huffa, President, Fabdesigns, Inc. This statement is filed with the County Clerk of Los Angeles County on: 6/30/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date.



posed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held in this court as follows: 08/12/10 at 8:30AM in Dept. 11 located at 111 N. HILL ST., LOS ANGELES, CA 90012

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

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

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

Attorney for Petitioner

LAURA CONTI  
THOMPSON, MALONE & CONTI  
5550 TOPANGA CANYON BLVD #210  
WOODLAND HILLS CA 91367  
7/15, 7/22, 7/29/10  
**CNS-1903130#**

NOTICE OF TRUSTEE'S SALE TS # CA-10-350052-RM Order # 4404810 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 12/7/2007. 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. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): SCOTT A. MOORE, A SINGLE MAN Recorded: 12/14/2007 as Instrument No. 20072748962 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 8/5/2010 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$1,055,400.03 The purported property address is: 8828 ROSEWOOD AVE WEST HOLLYWOOD, CA 90048 Assessors Parcel No. 4336-018-007 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to Chase Home Finance LLC 800 Brooksedge Boulevard Westerville OH 43081 Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [ 1 ] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [ 2 ] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: 7/9/2010 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-730-2727 or Login to: www.fidelityasap.com Reinstatement Line: 619-645-7711 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3644419 07/15/2010, 07/22/2010, 07/29/2010

NOTICE OF TRUSTEE'S SALE TS # CA-09-262979-ED Order # 090195962-CA-DCI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 6/25/2008. 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. A public auction sale to the highest bidder for cash, cashier's check drawn on

a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): NIMA PARTOW, AN UNMARRIED MAN Recorded: 7/8/2008 as Instrument No. 20081207494 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 8/24/2010 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$1,030,243.43 The purported property address is: 325 NORTH OAKHURST DRIVE APT. # 404 BEVERLY HILLS, CA 90210 Assessors Parcel No. 4342-003-069 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to JPMorgan Chase Bank, N.A. 7301 Baymeadows Way Jacksonville FL 32256. Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [ 1 ] The mortgage loan servicer has not obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [ 2 ] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does apply to this notice of sale. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: 7/8/2010 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-730-2727 or Login to: www.fidelityasap.com Reinstatement Line: 619-645-7711 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3642628 07/15/2010, 07/22/2010, 07/29/2010

NOTICE OF TRUSTEE'S SALE TS No. 10-0035423 Title Order No. 10-8-139871 Investor/Insurer No. 188960543 APN No. 5555-005-066 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 02/04/2008. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by TINA FAUCI, AN UNMARRIED WOMAN, dated 02/04/2008 and recorded 02/12/08, as Instrument No. 20080252924, in Book , Page ), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 08/12/2010 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 1100 ALTA LOMA ROAD APT 701, WEST HOLLYWOOD, CA, 900692438. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$1,629,564.57. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 07/15/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-

01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By:— Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3625528 07/15/2010, 07/22/2010, 07/29/2010

NOTICE OF TRUSTEE'S SALE T.S. No. T10-60755-CA / APN: 5529-004-148 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 02-12-2008. 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. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to a Deed of Trust described below. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Pursuant to California Civil Code Section 2923.54 the undersigned, on behalf of the beneficiary, loan servicer, or authorized agent, declares as follows: [ X ] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed and [ X ] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or 2923.55 Trustor: PAUL HUYBRECHTS, A SINGLE MAN Duly Appointed Trustee: CR Title Services, Inc. P.O. BOX 16128, TUCSON, AZ 85732-6128 866-702-9658 Recorded 02-20-2008 as Instrument No. 20080295576 in book , page of Official Records in the office of the Recorder of LOS ANGELES County, California, Date of Sale:08-05-2010 at 10:30 AM Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BLVD., 12720 NORWALK BLVD., NORWALK, CA. Amount of unpaid balance and other charges: \$520,479.34 Street Address or other common designation of real property: 848 NORTH KINGS ROAD #308 WEST HOLLYWOOD, CA 90069 A.P.N.: 5529-004-148 Legal Description: THE LAND IS SITUATED IN CITY OF WEST HOLLYWOOD, COUNTY OF LOS ANGELES STATE OF CALIFORNIA, AND DESCRIBED AS FOLLOWS: A CONDOMINIUM COMPRISED OF: AN UNDIVIDED 1/75 INTEREST IN FEE, AS TENANT IN COMMON WITH OTHERS, IN LOT 1 OF TRACT NO. 38305, IN THE CITY OF WEST HOLLYWOOD, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 999 PAGES 76 AND 77 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. EXCEPT THEREFROM UNITS 1 TO 75 INCLUSIVE, AS SHOWN AND DEFINED ON THE CONDOMINIUM PLAN RECORDED ON NOVEMBER 10, 1983 AS INSTRUMENT NO. 83-1336030 OF OFFICIAL RECORDS OF SAID COUNTY, AND UNIT 70 AS SHOWN AND DEFINED ON THE CONDOMINIUM PLAN IDENTIFIED ABOVE. PARCEL 2: THE EXCLUSIVE RIGHT TO THE USE AND POSSESSION FOR THE PARKING OF MOTOR VEHICLES. OF THAT PORTION OF THE COMMON AREA (AS SHOWN AND DEFINED IN THE PARKING PLAN ATTACHED TO THE DECLARATION) AS PARKING SPACE(S) 139P AND 140P. The undersigned Trustee disclaims any liability for any incorrectness of the street address or other common designation, if any, shown above. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. The Trustee shall incur no liability for any good faith error in stating the proper amount of unpaid balances and charges. For Sales Information please contact AGENCY SALES AND POSTING at WWW.FIDELITYASAP.COM or 714-730-2727 REINSTATEMENT LINE: 866-702-9658 Date: 07-15-2010 CR Title Services, Inc. P.O. BOX 16128 TUCSON, AZ 85732-6128 STEPHANIE ABCEDE, TRUSTEE SPECIALIST ASAP# 3628540 07/15/2010, 07/22/2010, 07/29/2010

NOTICE OF TRUSTEE'S SALE TS No. 10-0046813 Title Order No. 10-8-180622 Investor/Insurer No. 90955606 APN No. 5555-002-063 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 02/28/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by MICHAEL CLOYD BALTIMORE, A SINGLE MAN, dated 02/28/2005 and recorded 03/04/05, as Instrument No. 05 0497116, in Book , Page ), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 08/12/2010 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 8455 FOUNTAIN AVENUE NO 412, WEST HOLLYWOOD, CA, 900692540. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated

costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$517,511.71. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 07/06/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By:— Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3636435 07/15/2010, 07/22/2010, 07/29/2010

NOTICE OF TRUSTEE'S SALE TS No. 10-0039477 Title Order No. 10-8-155012 APN No. 4345-007-013 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 06/16/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by ALBERT TALASSAZAN, AND MOJGAN TALASSAZAN, HUSBAND AND WIFE AS JOINT TENANTS, dated 06/16/2005 and recorded 06/21/05, as Instrument No. 05 1450735, in Book , Page ), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 07/29/2010 at 1:00PM, At the front entrance to the Pomona Superior Courts Building, 350 West Mission Blvd., Pomona, Los Angeles, CA 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: 811 NORTH LINDEN DRIVE, BEVERLY HILLS, CA, 90210. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$3,198,425.15. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. 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: 06/30/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone/Sale Information: (800) 281 8219 By: Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. FEI # 1006.102188 7/01, 7/08, 7/15/2010

NOTICE OF TRUSTEE'S SALE TS No. 10-0040603 Title Order No. 10-8-155411 Investor/Insurer No. 156049200 APN No. 4328-002-040 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 12/26/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by DAVID DAYKHOVSKY,, dated 12/26/2006 and recorded 01/04/07, as Instrument No. 20070017666, in Book , Page ), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 07/29/2010 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 9921 DURANT DRIVE #3, BEVERLY HILLS, CA, 90212. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$1,219,410.23. 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 fed-

eral credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 07/01/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By:-- Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3610632 07/01/2010, 07/08/2010, 07/15/2010

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 442138CA Loan No. 3014657476 Title Order No. 405755 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 09-27-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 07-22-2010 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 10-04-2007, Book , Page , Instrument 20072282130 of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: HOOMAN SHAFAZAND, A SINGLE MAN, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD. , NORWALK, CA Legal Description: A CONDOMINIUM COMPRISED OF: PARCEL 1: THAT PORTION OF LOT 1, OF TRACT NO. 33538, IN THE CITY OF WEST HOLLYWOOD, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 906 PAGE(S) 79 AND 80 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, SHOWN AND DEFINED AS UNIT 47 OF THE (AMENDED) CONDOMINIUM PLAN RECORDED JULY 5,1979 AS INSTRUMENT NO. 79-735438, OFFICIAL RECORDS. PARCEL 2: AN UNDIVIDED .006895 INTEREST IN AND TO LOT 1 OF TRACT NO. 33538. EXCEPT THEREFROM THOSE PORTIONS SHOWN AND DEFINED AS UNITS 1 TO 131 INCLUSIVE ON SAID CONDOMINIUM PLAN. ALSO EXCEPT THEREFROM THAT PORTION OF SAID LAND FORMERLY KNOWN AS LOT 6, IN BLOCK "A" OF SHOREHAM HEIGHTS TRACT, IN BOOK 48, PAGE 35 OF MAPS, ALL OIL, GAS AND OTHER HYDROCARBON SUBSTANCES AND MINERALS LYING IN AND UNDER SAID LAND ABOVE DESCRIBED OR PRODUCED AND SAVED THEREFROM, AND FURTHER EXCEPTING AND RESERVING TO GRANTOR, THE SOLE AND EXCLUSIVE RIGHTS TO DRILL INTO, FROM AND THROUGH SAID LAND AND ALL SUBSURFACE EASEMENTS NECESSARY OR CONVENIENT TO PROSPECTING FOR, PRODUCING AND DEVELOPING OIL, GAS AND OTHER HYDROCARBON SUBSTANCES AND MINERALS BY MEANS OF SLANT DRILLING OPERATION CONDUCTING FROM SURFACE LOCATIONS OUTSIDE SAID LAND, INTO OR THROUGH SAID LAND PRODUCING INTERVALS EITHER WITHIN OR BEYOND SAID LAND ALL SUBJECT HOWEVER, TO THE CONDITIONS THAT IN THE ENJOYMENT OF SAID RESERVED AND EXCEPTED RIGHTS INTEREST, GRANTOR SHALL NOT ENTER UPON THE SURFACE OF SAID LAND OR INTO THE UPPER 500 FEET THEREOF MEASURED VERTICALLY FROM SAID SURFACE, AS RESERVED TO THE GRANTOR THEREIN DEED EXECUTED BY UNITED CALIFORNIA BANK, FORMERLY CALIFORNIA BANK, A CORPORATION, RECORDED MARCH 20, 1962 IN BOOK D1549, PAGE 259, OFFICIAL RECORDS. Amount of unpaid balance and other charges: \$652,935.92(estimated) Street address and other common designation of the real property: 8787 SHOREHAM DRIVE #410 WEST HOLLYWOOD, CA 90069 APN Number: 5559-006-057 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". DECLARATION PURSUANT TO CALIFORNIA CIVIL CODE SECTION 2923.54 Pursuant to California Civil Code Section 2923.54, the undersigned loan servicer declares as follows: 1. It has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.54 that is current and valid on the date the notice of sale is filed; and 2. The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or Section 2923.55. DATE: 06-28-2010 CALIFORNIA RECONVEYANCE COMPANY, as Trustee (714) 730-2727 or www.fidelityasap.com (714) 573-1965 or www.priorityposting.com Deborah Brignac CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. DEBORAH BRIGNAC, VICE PRESIDENT 9200 OAKDALE AVE MAILSTOP N110612 CHATSWORTH, CA 91311 ASAP# 3621949 07/01/2010, 07/08/2010, 07/15/2010

NOTICE OF TRUSTEE'S SALE TS # CA-08-225148-TC Order # 080150917-CA-DCI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 10/3/2005. 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. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): BAHMAN SAGHIAN, A MARRIED MAN, AS HIS SOLE AND SEPARATE PROPERTY Recorded: 10/11/2005 as Instrument No. 05 2442800 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 7/22/2010 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$817,680.81 The purported property address is: 268 S LASKY DR 204 BEVERLY HILLS, CA 90212 Assessors Parcel No. 4328-006-057 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to OneWest Bank, FSB 2900 Esperanza Crossing Austin TX 78758. Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [ 1 ] The mortgage loan servicer has not obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [ 2 ] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does apply to this notice of sale. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: 6/21/2010 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-730-2727 or Login to: www.fidelityasap.com Reinstatement Line: (877) 908-4357 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3621009 07/01/2010, 07/08/2010, 07/15/2010

NOTICE OF TRUSTEE'S SALE TS No. 10-0039452 Title Order No. 10-8-154992 Investor/Insurer No. 114289016 APN No. 4345-022-009 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 11/28/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by JENNIE SANTAMARIA, TRUSTEE OF THE 1976 DORCHESTER TRUST DATED SEPTEMBER 5, 2000, dated 11/28/2006 and recorded 12/07/06, as Instrument No. 06 2718286, in Book , Page ), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 07/29/2010 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 617 NORTH BEDFORD DRIVE, BEVERLY HILLS, CA, 90210. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$2,568,635.17. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or

implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 06/30/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By:-- Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3614772 07/01/2010, 07/08/2010, 07/15/2010

NOTICE OF PETITION TO ADMINISTER ESTATE OF: JOAN SIMON MENKES CASE NO. SP008198

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

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

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

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

A HEARING on the petition will be held in this court as follows: 07/16/10 at 9:15AM in Dept. N located at 1725 Main St., Santa Monica, CA 90401

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

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

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

Attorney for Petitioner  
JOEL SACHS  
SILVER LAW GROUP, PC  
2029 CENTURY PARK EAST, 19TH FLR  
LOS ANGELES CA 90067  
711, 7/8, 7/15/10  
CNS-1892300#

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 442293CA Loan No. 3051257123 Title Order No. 411128 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 06-16-2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 07-29-2010 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 07-08-2005, Book , Page , Instrument 05 1605692, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: JAMSHID ELIASZADEH AND DIANA ELIASZADEH, HUSBAND AND WIFE AS JOINT TENANTS, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD. , NORWALK, CA Legal Description: LOT 298 OF TRACT NO. 4988, IN THE CITY OF BEVERLY HILLS, COUNTY OF LOS ANGELES, STATE OF CALIOFRNIA, AS PER MAP RECORDED IN BOOK 54, PAGE(S) 98 AND 99 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. Amount of unpaid balance and other charges: \$967,271.12 (estimated) Street address and other common designation of the real property: 142 NORTH LE DOUX ROAD BEVERLY HILLS, CA 90211 APN Number: 4334-018-043 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagor, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s)

to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DECLARATION PURSUANT TO CALIFORNIA CIVIL CODE SECTION 2923.54 Pursuant to California Civil Code Section 2923.54, the undersigned loan servicer declares as follows: 1. It has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.54 that is current and valid on the date the notice of sale is filed; and 2. The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or Section 2923.55. DATE: 07-02-2010 CALIFORNIA RECONVEYANCE COMPANY, as Trustee (714) 259-7850 or www.fidelityasap.com (714) 573-1965 or www.priorityposting.com CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. DEBORAH BRIGNAC, VICE PRESIDENT 9200 OAKDALE AVE MAILSTOP N110612 CHATSWORTH, CA 91311 ASAP# 3633149 07/08/2010, 07/15/2010, 07/22/2010

NOTICE OF TRUSTEE'S SALE TS # CA-09-255168-ED Order # 090155380-CA-DCI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 4/24/2007. 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. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): KAMRAN SADIGHPOUR AND SHAHNAZ SADIGHPOUR, AS TRUSTEES OF THE KSS FAMILY TRUST DATED JUNE 13, 2002 Recorded: 5/2/2007 as Instrument No. 20071058517 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 7/28/2010 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$3,116,017.20 The purported property address is: 245 SOUTH CAMDEN DRIVE BEVERLY HILLS, CA 90212 Assessors Parcel No. 4328-025-012 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to JPMorgan Chase Bank, N.A. 7301 Baymeadows Way Jacksonville FL 32256 Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [ 1 ] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [ 2 ] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 . If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: 7/8/2010 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-730-2727 or Login to: www.fidelityasap.com Reinstatement Line: 619-645-7711 x3704 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3616069 07/08/2010, 07/15/2010, 07/22/2010

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

## 200-299 Services

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

## 215-Building

216-Car Alarms  
217-Culinary Service  
218-Carpentry  
220-Cleaning  
222-Carpet Installation  
224-Computer Repair  
225-Computer Tech Support  
226-Concrete  
227-Construction  
228-Contractors  
230-Counseling  
232-Decking  
234-Drywall  
236-Electrical  
237-Entertainment  
238-Exterminators  
240-Fencing  
242-Garage Doors  
244-Handyman  
246-Hauling  
248-Internet Services  
250-Iron Work  
252-Janitorial  
254-Landscaping  
255-Legal Services

## LEGEND

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

## 300-399 Rentals

300-House Furnished

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

## 400-499 Real Estate

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

## 416-Lakeshore Property

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

## 600-799 Merchandise

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

## 726-Miscellaneous

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

## 800-899 Financial

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

## 900-999 Transportation

900-Autos For Sale  
905-Trucks & Vans  
910-Motorhomes/Campers  
915-Motorcycles  
920-Trailers  
925-Classics  
930-Auto Leasing  
935-Aircraft  
940-Boats  
945-Personal Watercraft  
950-Marine Supplies  
955-Autos Wanted

## 219-CARPET CLEANING

Complete Janitorial Services. Shampoo and Steam, Clean Carpets, Truck Mounted Dry in 2 hrs. Apts prepared for re-renting, offices, retail & homes/apts/condos. Serving LA for 50+ years. Steve: (323) 376-7337

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LA Luxury Cleaning Service. 25 years of experience, specializing in house cleaning. (818)645-8270 (866)655-3985

## 224-ELDERLY CARE

I am seeking work as an elderly caregiver. I have 20 years exp. with all types of patients. Ref's available. Available to work days and nights. (626)571-2583/(626)628-4502.

HOME/HOSPITAL \*\*\*CARE\*\*\* \*\*LIVE IN/OUT\*\* Experienced caregivers For seniors needing companions, Light housekeeping, meals, Drive to doctors etc. We offer responsible care. Our staff is thoroughly screened. Call Lisa 24 hours (323) 877-8121

## 225-COMPUTER TECH SUPPORT

COMPUTER REPAIR. FREE Assessment. 24/7 Onsite Support. Home / Office \* Any Computer Issue \* Troubleshooting/ Security \* Install/ Repair/ Upgrade \* Internet/ Antivirus/ Website. Day Davis: 310-592-2740, 818-795-5985. ddavis@globaltechnologypros.com. (Cal-SCAN)

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## 100- ANNOUNCEMENTS

HOST INTERNATIONAL STUDENTS! Up to \$1,200 dollars per month compensation. Must live within 1 hour of Westwood ( via pubic transit). English must be your primary language (310) 824-6954 KaplanHomeStayLA@kaplan.com

IF YOU USED TYPE 2 DIABETES DRUG AVANDIA between 1999-present and suffered a stroke, heart attack or congestive heart failure you may be entitled to compensation. Attorney Charles Johnson 1-800-535-5727. (Cal-SCAN)

AFFORDABLE FAMILY HEALTH Insurance Now Available in California. Health and Dental Insurance Starting at \$139. Call 800-571-3165 x108 for a quick quote or go to www.AgentBenefitTeam.com. (Cal-SCAN)

If you used Type 2 Diabetes Drug AVANDIA and SUFFERED a STROKE or HEART ATTACK. You may be entitled to compensation. Call Attorney Charles Johnson 1-800-535-5727. (Cal-SCAN)

## 115- CEMETERY

Fairhaven Memorial Park and Mortuary. Beautiful Lawn. Located at Lawn H. Please Call Darthy at (951) 845-6905

Green hills memorial park is located at palos verdwa and is very beautiful! GOING FOR \$4500 SELLING FOR \$9000. (310)-513-0742

Prestige Great Mausoleum Niche for 6, Forest Lawn Glendale \$50 k (310) 721-8424 pp. Be Michael Jackson's neighbor!

Cemetery plot for sale: Forest Lawn, Hollywood Hills, Eternal Love Section 1 plot \$5800 (323)654-7706 pp

Forest Lawn Glendale Plot for sale. Plot located in dedication section near Michael Jackson's site. \$9,000 O.B.O (714) 615-3128

FOREST LAWN HOLLYWOOD HILLS- Double Lot, Great Location near chapel. "Loving Kindness" Lot # 3760 Spaced 3&4. \$14,000 OBO. (805) 760-3021

FOREST LAWN HOLLYWOOD HILLS- single space 4, lot 8015, "Morning Light" section \$2,400 (805) 300-6461

FOREST LAWN HOLLYWOOD HILLS 1 plot in Loving Kindness \$ 4000. (562) 923-5958

Forest Lawn in Hollywood Hills. Beautiful lot by the front gate. Overlooks fountain. "Sheltering Hills" section. Valued for \$7,000, will sell for \$4,500. (503) 786-4826

Forest Lawn Hollywood Hills, 1 Plot Intimate Space 4176 In Gentleness Section \$4,000 OBO (707)246-0558

HILLSIDE MEMORIAL PARK, 2 side by side plots located in "Mount Olive Section" \$11,000 OBO (760) 772-9177 Pierce Bros. Westlake Village Double Plot in Oak Knoll Gardens \$7000 OBO (760) 202-4989

Inglewood cemetery. Double cemetery plot C and D. \$16,000 for all four plots. Call Patricia at (661) 802- 2483

ROSE HILLS THREE SIDE BY SIDE GRAVE PLOTS FOR SALE in Whittier. Graves are situated in the well established Marigold Lawn. An older area that's been SOLD OUT for some time. Roy (360) 990-3835 or (562) 925-1749

Rose Hills 2 Plots Side by Side in Garden of Rest near Reception Center \$6K. each or \$10K both. (760)408-8327.

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GERMAN TUTOR - Do you need help in German? Grammar, reading, conversation, and writing. You like German and want to improve it? You don't like it but have to improve it. Masters Degree in German including a lot of experience. Margaret (310) 309-1231

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DOGUE DE BORDEAUX (FRENCH MASTIFF) puppies available July 13. AKC Reg. up to date shots. wade-wood@yahoo.com (801) 787-8831

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Bobbi\_JO\_KING@YAHOO.COM EMAIL FOR PICS! (707) 337-9223

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BEVERLY HILLS Adj. Bright 2 Bedroom + 2 Bathrooms A/C, lots of closet space, 2-parking spaces. QUIET 5 UNIT BLDG. \$1,550/MO. Kay: (310) 652-1736

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**318-OFFICE FOR RENT**

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Beverlywood Private Room / Bathroom for \$850/MO Fully Furnished bright and spacious luxury condo. Secure Building and underground parking. Roommate preferably responsible and neat young professional or graduate student. No smokers or pets. (310)

601-6938 Email- steve-eisenman@hotmail.com

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Outside sales executive for direct mail advertising company in Beverly Hills. Base & Commission. Great opportunity! E-mail Resume to matt@the-monthlymailer.com.

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JOBS. JOBS, JOBS! Get paid to train in the California Army National Guard. Up to 100% tuition assistance. Part-time work. Full-time benefits. May qualify for bonus. www.NationalGuard.com/Careers or 1-800-GO-GUARD. (Cal-SCAN)

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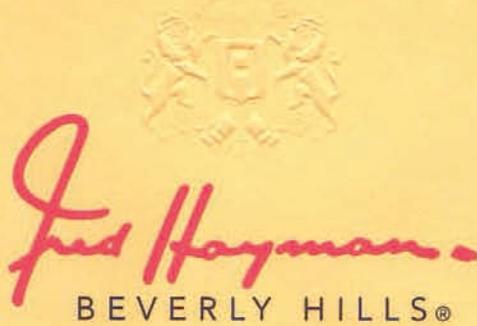
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## THE CITY AND I HAVE LOST A GREAT FRIEND

To have had the friendship of Maxwell (Mayor Max) Hillary Salter is something so special and unique it is hard to define. Few people I have ever known were as caring, giving and so much fun to be with as Max.

The Salter family donations to such a wide range of philanthropies, cultural, and educational causes is legendary. But more than his financial generosity, his involvement gave everything he supported instant credibility.

As an eight year councilmember and twice mayor of Beverly Hills, he set a high bar for personal integrity and leadership. Not only did he bring his valuable business experience to Beverly Hills, he instilled a sense of service that impacted every level of city government. He insisted on excellence, and he gave as much as he demanded.

Betty and I were indeed fortunate to have Janet and Max as true friends. It was indeed a pleasure to have served with him on the board of the Wallis Annenberg Center for the Performing Arts, to share so many evenings of concerts and theatre and to enjoy his great good humor and love of people. It was so appropriate that the new venue at the high school would be named The Salter Family Theatre.

Max is gone, but what he had accomplished for his family, for our country and for the community he loved will never be forgotten.

I know I will always remember Max.

190 NORTH CANON DRIVE, SUITE 310, BEVERLY HILLS, CALIFORNIA 90210  
(310) 271-3100 FAX (310) 271-1259

