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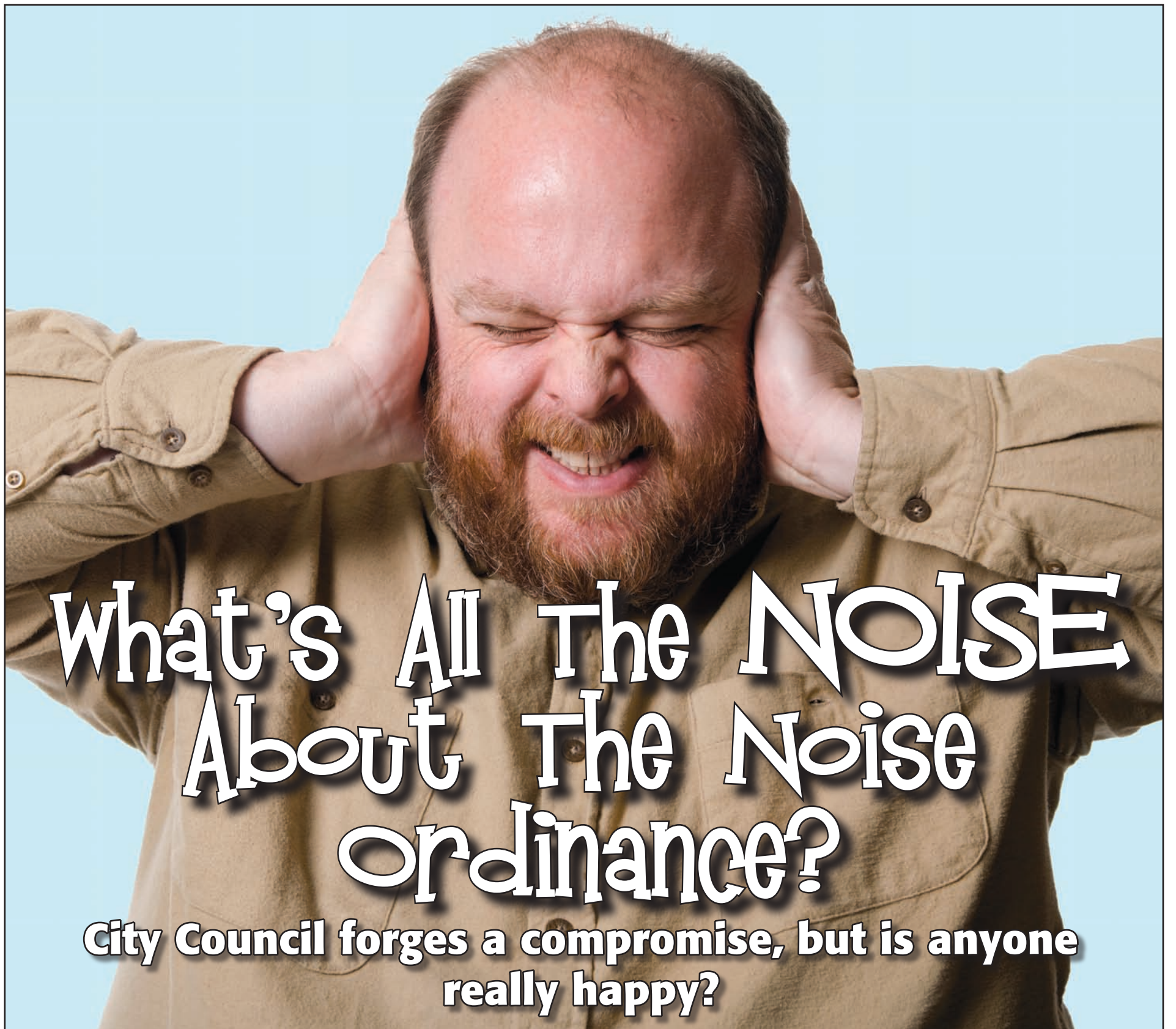
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Beverly Hills Weekly

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Issue 624 • September 15 - September 21, 2011



What's All The NOISE About The Noise Ordinance?

City Council forges a compromise, but is anyone
really happy?

cover story • pages 8-9



letters & email

“Police Yes” [Issue #623]

I was disappointed to read in Rudy Cole’s column [last] week that he believes [Board of Education Vice President] Brian Goldberg’s strong support is only in the Horace Mann community and even further disturbed in the implication that Dr. Goldberg has that limited base because he has shown favoritism to one particular school. Nothing could be further from the truth, Dr. Goldberg has represented all five schools equally and his record of success is district wide. As a parent at Beverly Vista

Corrections [Issue #623]

The Weekly omitted credit for last week’s snapshot, which was taken by Jackson Prince.

Cover Photo

Mark Hayes, dreamstime.com

Inside Beverly Hills—BHTV10

The Beverly Hills public affairs show *Inside Beverly Hills: Then and Now*, moderated by columnist Rudy Cole, will next air on Sept. 15 at 9 p.m., Sept. 16 at 7 p.m., Sept. 19 at 8 p.m., Sept. 20 at 10 p.m. and Sept. 21 at 3:30 p.m. on BHTV10, with former mayors Donna Ellman Garber, Chuck Aronberg and Ed Brown as guests.

School I can tell you that we have no better advocate for our schools and students than Dr. Goldberg. Mr. Cole knows that the school board members are not elected to represent one school or one area of the city.

Our School Board members are elected by the voters at large to represent the entire unified school district. Mr. Cole’s column was a back-handed attempt to further divide our city between North and South and East and West, that may have worked thirty years ago but those tactics won’t work today. Shame on you Mr. Cole for attempting to divide our city and our schools. Dr. Goldberg has and continues to represent the entire district and all our students’ best interests and that is why he enjoys broad based support throughout our City.

Mitch Schwartz
Beverly Hills

“Robinsons-May tear down” [Issue #622]

I appreciate [Rudy Cole’s] sane presentation of the subway extension issue that has divided the Beverly Hills City Council and its BHUSD representatives with its neighbors to the west. No one

wants a subway built that would put lives at risk. There is absolutely no consideration given by Beverly Hills to those who live in Westwood under whose homes there will be tunneling. If there is danger, does this mean it’s okay for us to the west, but not okay for those who occupy the school and the few properties in south Beverly Hills? And please consider this: We endured the construction of the Santa Monica Boulevard Transit Parkway for more than five years as the entire configuration changed from all-way to one way. Businesses on the Santa Monica Boulevard frontage road failed as a result of this mess. If the new routing is to be on Santa Monica Boulevard, just the excavation alone for a station will take five years and all the newly placed underground utility lines will have to be moved. Once again Santa Monica Boulevard will be torn up for at least seven years. And it seems that nobody in Beverly Hills wants to address the fact that there is a mapped earthquake fault running under Santa Monica Boulevard.

Keep in mind that a new middle school has been built right on top of the subway at Wilshire Boulevard and Vermont. Universal Studios is planning an expansion right on top of the subway. A new downtown museum will be built with several layers of subterranean parking under the subway. So why is Beverly High so special? I can see that it would be good for Beverly Hills businesses to have all the stations located in Beverly Hills, especially

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WHAT’S ON YOUR MIND?

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

You can fax us at:
310.887.0789

email us at:
editor@bhweekly.com



SNAPSHOT



REMEMBERING ELENA MORENO DRIVE

Hundreds of students gathered Sunday at a memorial for sophomore Elena Natanzadeh on the front lawn of Beverly High. Natanzadeh died last Friday after collapsing on campus. See more on page 3.

Beverly Hills Weekly

Issue 624 • September 15 - September 21, 2011
Beverly Hills Weekly Inc.

Founded: October 7, 1999
Published Thursdays

Delivered in Beverly Hills, Beverlywood, Los Angeles

ISSN#1528-851X

www.bhweekly.com

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Unsolicited materials will not be returned.
©2011 Beverly Hills Weekly Inc.

1 year subscriptions are available.
Sent via US Mail
\$75 payable in advance

Adjudicated as a newspaper of general circulation for the County of Los Angeles. Case # BS065841 of the Los Angeles Superior Court, on November 30, 2000.



OUR DATA SPEAKS VOLUMES



briefs

Sophomore dies after collapsing on Beverly High campus



Elena Natanzadeh

Hundreds of Beverly High students gathered on the school's front lawn Sunday afternoon to light candles, lay flowers and join together in remembrance of sophomore Elena Natanzadeh,

who died Friday after collapsing on campus. The cause of her death remains unknown.

According to a BHUSD press release, Natanzadeh collapsed on campus Friday morning "due to what appeared to be a medical condition." Superintendent Gary Woods said Natanzadeh collapsed while "walking from one side of campus to the other." She reportedly collapsed on the stairs leading up from the swim gym.

According to Lt. Tony Lee, emergency response fielded one call from the school district at 8:59 a.m. Friday. Both the Beverly Hills police and fire departments responded and were there "probably within two minutes of the call," Lee said. Deputy Fire Chief Mark Embrey said the first call was received at the fire station at 9 a.m. and first responders arrived at the high school at 9:05 a.m.

"Interventions were given to her immediately, 911 was called immediately, emergency personnel arrived within minutes," Woods said. "All appropriate medical attention was given to our student in a very timely manner."

The press release said Natanzadeh was transported to a local hospital within minutes, but medical personnel were unable to revive her. Embrey said paramedics left Beverly High with the patient at 9:21 a.m.

"She was transported very quickly," Woods said. "We had a school staff member [Assistant Principal Toni Staser] in the ambulance along with emergency personnel. The school principal [Carter Paysinger] followed behind."

According to Lee, there were witnesses. Woods said the district worked with a number of officers and detectives for several hours after the incident.

"We have and will cooperate fully with any investigation that might occur," Woods said.

Students, parents, teachers, administrators and school board members gathered in silence, placing candles and flowers around a tree adjacent to the tennis courts where

the memorial was set up Sunday afternoon. Many dressed in purple, Natanzadeh's favorite color. Around 4 p.m., students were asked to light a candle in Natanzadeh's honor. A rabbi encouraged students to perform an act of kindness in her name.

The memorial was interrupted when a woman collapsed on the sidewalk in front of the high school. She was transported from the high school in an ambulance.

"We have a number of students that were really impacted by this event," Woods said. "So we're working with parents, working with kids, working with staff in trying to help with the grief right now."

Grief counselors have been available to students on campus since last Friday, and Woods said they would be available as long as necessary.

Natanzadeh's funeral took place on Tuesday at Eden Memorial Park. On a Facebook memorial page devoted to Elena, her brother Omid Tony Natanzadeh encouraged all family, friends and loved ones to attend. Woods, Paysinger, Staser, Board member Myra Lurie and several other faculty and staff members attended the funeral, Woods said.

Many friends who posted on the Facebook page commented on Natanzadeh's bright smile.

Daniel Panahi, who identified himself as Elena's locker buddy, wrote, "[I] will never forget the smile on your face when I would see you. You made the world a happier place just by your presence, and it will never be the same without you."

Chaliz Taghdis shared personal memories of friendship with Natanzadeh, who graduated from Beverly Vista in 2010.

"Elena, you were one of my best friends and I'll miss you so much and those amazing conversations we used to have," Taghdis wrote. "You're one of the funniest people I know and I will remember you forever."

Liora Eghbali commented on the significance of Sunday's memorial.

"Elena babe, when I was standing there looking at all the candles and flowers with everybody that cares about you it made me realize that you were really such an angel and we're all going to miss you so much," Eghbali wrote.

Los Angeles County Coroner's spokesperson Ed Winter did not return phone calls from the *Weekly*.

Beverly Hills to send employees to Bell on City's dime

In a 3-2 consensus, the City Council directed City Manager Jeff Kolin to move forward with plans to deploy Beverly Hills City employees to provide short-term assistance to the City of Bell. The City Council discussed the matter at the request of Councilmember John Mirisch.

"This is not for me and never was just a matter about the fiscal costs," Mirisch said. "This is a matter in my opinion of policy and

it is a question that is equally important."

Mirisch said he brought up the topic because it appeared Kolin planned to offer assistance to Bell without city council approval. The ensuing discussion not only addressed whether councilmembers thought sending employees to Bell was a good idea, but also whether it was within Kolin's purview to decide. Three councilmembers believed the decision was within Kolin's authority, but Mirisch and Bosse disagreed.

Mirisch asked Kolin what he meant when he told the *Weekly* in issue #623 that the decision was within his authority in terms of the fiscal impact, which the staff report stated was "not expected to exceed \$10,000."



Jeff Kolin

"My authority currently is \$50,000 for contracts, for public works contracts, \$100,000," Kolin said. "You've entrusted me with the allocation and direction of city staff within the city.

I think it is common for city managers to respond to requests for assistance for mutual aid in this fashion."

Mirisch asked if Kolin was suggesting he could spend up to \$50,000 without council approval, to which Kolin responded, "Yes, that's correct."

Mirisch continued: "If you want to buy

\$50,000 worth of Darth Vader masks and give them to Toys For Tots, that's okay?"

Kolin said common sense should be applied. When Mirisch asked if it would be okay to give money to worthy causes such as Jerry's Kids for muscular dystrophy without city council approval, Kolin said, "I think I would come to the council to ask for direction in those examples."

Mirisch said he agreed Kolin had the authority within the city to provide services to residents, but when it comes to providing services for external customers that would be a policy issue. Bosse agreed.

"We absolutely do entrust you with our community and our city, \$50,000, \$100,000 every day, but I think from my perspective, it should be in our city," Bosse said.

Mirisch and Bosse also expressed concern about sending Beverly Hills' employees to Bell when Beverly Hills had its own challenges. Both supported sending employees who wanted to volunteer their time.

"I think we have our own PR issues to deal with in our community right now in terms of salary issues and frustration at how some of our departments are functioning. Of course if our employees want to do this on their own time, that is wonderful, but I think we need to fix our own community first and to take away staff members at this time is not the right timing," Bosse said she wrote in response to an e-mail from Kolin, who reportedly was initially considering offering "key employees" to Bell.

Councilmember Julian Gold said he trusted Kolin and did not want to micro-manage

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NOTICE OF PUBLIC HEARING

The City Council of Beverly Hills, at its regular meeting to be held on **Tuesday, September 20, 2011, at 7:00 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210, will hold a public hearing to consider:

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS ADOPTING CERTAIN FINDINGS AND AUTHORIZING THE EXECUTION OF AN ENERGY SERVICE CONTRACT WITH MANSFIELD GAS EQUIPMENT SYSTEMS CORPORATION PURSUANT TO GOVERNMENT CODE SECTION 4217.10 ET SEQ

The City Council will consider adoption of a resolution of findings and authorize execution of an energy service contract with Mansfield Gas Equipment Systems Corporation for the implementation of certain energy related improvements to City Facilities pursuant to Government Code Section 4217.10 et seq. The proposed project will meet the regulations adopted by the SCAQMD for use of alternative fuel, which require public fleet operators to acquire alternative-fuel heavy-duty vehicles to reduce air toxic and criteria pollutant emissions through the design-build contract for a compressed natural gas (CNG) fueling station at 9333 W. Third Street, Beverly Hills.

If you challenge the Council's action in regard to this matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City, either at or prior to the hearing.

Any interested person may attend the meeting and be heard. Written comments may also be submitted and should be addressed to the City Council, c/o City Clerk, 455 N. Rexford Drive, Beverly Hills, CA 90210. The comments should be received prior to the hearing date.

BYRON POPE, CMC
City Clerk

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the less developed west end. Why lose all that business to Century City?

We all care about what's best for the entire City and its commuting public. It should be about ridership and safety. That points to Constellation, not Century

Park East and Santa Monica Boulevard or Avenue of the Stars and Santa Monica Boulevard. Thank you for printing the news straight!

Jan Reichmann
Comstock Hills HOA President

briefs cont. from page 3

his job.

"That's not to say I want to give up oversight and I do think that if there were to be an issue, that is something we would address and we do address as a council as we evaluate not only the city manager, but the rest of the city staff," Gold said.

Brucker agreed Kolin had the authority, and also said he supported sending employees to Bell.

"I thought it was a very magnanimous gesture on the part of the city manager on behalf of the city saying we're there to help support a brother city in need," Brucker said. "I think that we should look at this also as a regional issue, and one might think about if Bell does not get the help it needs to sustain itself, then [it] could fall in the hands of the County to take them over."

Kolin said he supported assisting Bell in the interest of restoring faith and trust in local government and the council-manager form of government. He said several management analysts and personnel from the IT Department have already expressed interest.

"I think both of those are excellent examples of areas where we could make short-term loans of staff without impacting operations to the community," Kolin said.

Much of the work would be accomplished with shorts visits to the city, Kolin said.

"[Bell has] asked us to structure things so that in a day or two visit we can do assessments and return to our community, develop recommendations, reports, draft policies and

procedures, review those remotely via conference calls or video conferences and then send that information and recommendations for them to use," Kolin said.

Police Officers' Association attorney confronts City Council about contract negotiations

In an unexpected move, Beverly Hills Police Officers' Association attorney Stephen Silver asked the city council to engage in a dialogue about the ongoing contract negotiations between the City and the Police Officers' Association at the city council meeting on Sept. 8. Silver addressed the council during the public comment section.

"I have been asked by my client to address some comments and inquiries to you and particularly to Councilmember [John] Mirisch," Silver said. "Where I'd like to start is the Police Officers' Association is very concerned about the position the City has been taking during these recent salary negotiations which appears to be very draconian. The City is pushing very hard for reductions in compensation that would exceed 10 percent for current officers and God knows how much for new hires."

Silver singled Mirisch out because he said Mirisch is viewed as the "moving force behind the position the City has been taking" in the contract negotiations. Silver also pointed out Mirisch has publicly stated the beating death of Kelly Thomas by the Fullerton Police in July is something that would never happen in Beverly Hills.

"With today's leadership and today's



Melanie Padilla with her sons Martin Padilla (left) and Benjamin Padilla at Horace Mann's first movie night of the year

Family fun at Horace Mann movie night

The Husky Nation held its first movie night of the school year Sept. 9 with a screening of *Rango* in the Horace Mann Auditorium. Families representing Horace Mann and other schools, including the Padilla family from Hawthorne, attended the event and enjoyed pizza, soft drinks and baked treats.

composition of [the] police department, something like that never could happen [in Beverly Hills]," Silver said. "Isn't anyone a little bit worried if you reduce the compensation significantly of current officers [and] particularly for those whom you want to try to attract in the future, you might have a problem where you might not get the best people and might do some harm to the citizens of Beverly Hills? Has anybody thought about that before taking this position in negotiations?"

Silver's legal firm Silver, Hadden, Silver, Wexler & Levine represents the Fullerton Police Officers' Association.

All five councilmembers responded to Silver's comments, expressing appreciation and respect for the police and fire departments in Beverly Hills, but Mayor Barry Brucker explained it was "highly inappropriate" to address bargaining unit contract negotiations, which are conducted in closed session, during a public meeting.

"Please caution yourself about making any inference that this council or any citizen in this community doesn't have the absolute, most utmost respect and admiration for our police and fire and all of our employees here in the city of Beverly Hills," Brucker said. "We are lucky and proud to have them and we are grateful they are first to respond to protect us and save our lives."

Mirisch, who said he has tremendous respect for public safety and all City employees, addressed Silver's comments about the Fullerton police beating.

"I believe Kelly Thomas' beating that he referred to could not happen in Beverly Hills, but more importantly, it shouldn't happen anywhere," Mirisch said on Friday.

Councilmember Lili Bosse said the city

council would never do anything to compromise the safety of its residents.

Silver also singled Mirisch out for attending a "pension reform bootcamp."

"Did anybody besides Councilmember Mirisch attend this event sponsored by the Orange County Republican Party that was described by the sponsors as a pension bootcamp whose primary objective was to instruct interested people on how to reduce the pay of public employees as much as possible without violating any law?" Silver asked.

No other councilmembers attended.

"I wanted to clarify, in fact I think I gave a report to the council about having attended pension bootcamp," Mirisch said. "It's no secret that I did. It was actually run by Californians for Fiscal Responsibility, which is headed by Marcia Fritz, who happens to be a democrat."

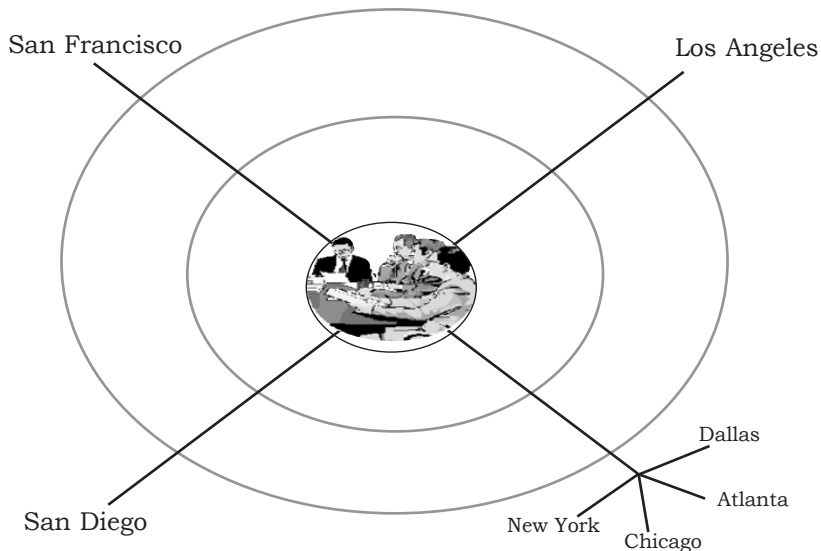
Mirisch has been looking into pension reform as a member of the League of California Cities Employee Relations Policy Committee for the past two years. Mirisch said much of what was discussed at the conference, which he said was nonpartisan, was in line with a report on pension reform from the Little Hoover Commission and City Treasurer Eliot Finkel's Aug. 2 report to the city council on behalf of the Beverly Hills Pension Task Force about public safety pensions. Finkel announced public safety pensions are among the biggest long-term financial threats to the City. His recommendations included requiring employee contribution to pensions, setting a maximum pension of 65 percent of salary instead of 90 percent, and raising the retirement age from 50 to 55.

"[The Employee Relations Policy]

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Committee came up with the conclusion that we have an issue in the state and we need to try and achieve fair and sustainable pensions and benefits," Mirisch told Silver.

Vice Mayor Willie Brien said he supports collective bargaining and holding negotiations in closed session, and was insulted and disappointed by Silver's tone. Councilmember Julian Gold said he, too, was disappointed.

Silver invited Mirisch and the rest of the council to the next negotiation session, which took place this past Monday.

"I would, but the council has a decision not to allow councilmembers to be part of those negotiations, which I have to respect," Mirisch said in a phone call. "We're going to negotiate this through collective bargaining, the way we always have."

Korbatov accuses Brucker and Brien of holding clandestine subway meetings

Board of Education President Lisa Korbatov, speaking for herself and not the board during the public comment session of the city council meeting on Sept. 8, accused Mayor Barry Brucker and Vice Mayor Willie Brien of interfering with the school district's efforts to prevent the Metro Westside Subway Extension from tunneling under Beverly High and holding clandestine meetings with Metro Board members without minutes or notes.

"I have grown accustomed that there is a shadow government in our midst where clandestine meetings are now routine," Korbatov said.



Lisa Korbatov

Korbatov said Brucker and Brien's meetings with Metro CEO Art Leahy, Metro Board Member and Los Angeles County Supervisor Zev Yaroslavsky, and Acting State Architect Howard Smith

at the Division of the State Architect in Sacramento were not disclosed to the school board.

Brucker, who called Korbatov's comments "shocking," explained that some meetings have not been made public because Leahy canceled the first scheduled meeting after a reporter found out about it and wanted to attend.

Korbatov said Brucker and Brien "took



Photo: www.zalephoto.com

The Beverly Hills 9/11 Memorial Garden was dedicated last Sunday

Beverly Hills unveils 9/11 Memorial Garden on tenth anniversary of attacks

At least 700 people observed the tenth anniversary of the 9/11 terrorist attacks at the Sunday afternoon dedication of the Beverly Hills 9/11 Memorial Garden on the corner of Rexford Drive and South Santa Monica Boulevard. The memorial was unveiled earlier in the day for a 6:45 a.m. ceremony.

In a ceremony lasting about two hours, Mayor Barry Brucker, Fire Chief Tim Scranton, State Assemblymember Mike Feuer (D-Los Angeles), State Senator Fran Pavley (D-Agoura Hills) and Ambassador Gilbert Chagoury addressed the public. Brad Burlingame, brother of American Airlines Captain Charles F. "Chic" Burlingame III, gave the keynote address. Brad Burlingame was profiled last week in an exclusive *Weekly* cover story. The ceremony concluded with "God Bless America," performed by City Clerk Byron Pope. No City funds were used for the memorial, which was paid for by funds raised by the Beverly Hills 9/11 Memorial Garden Committee.

the indignities and lack of respect to a new level" on Sept. 8 when they, along with City Manager Jeff Kolin, gave Metro Board member and Second District Los Angeles County Supervisor Mark Ridley-Thomas an "abbreviated" tour of the Beverly High campus "uninvited and unannounced."

"You had no experts, you had no evidence, except what you could repeat or what we gave you," Korbatov said. "This is our primary responsibility, not yours. We asked you for your help, not interference. Common courtesy and common respect for other elected officials would demand that you would inform us and consult with us before you took off like lone rangers to present whatever you presented."

Brien said there was nothing clandestine about the mid-day meeting with Ridley-Thomas. He said he was not required to inform the school board of the meeting, his group did not enter school grounds, and that the tour also included Century City to show Ridley-Thomas the potential benefits of the Santa Monica Boulevard alignment.

"When we sent the letter [to Metro] out [on Aug. 12] and it was approved by this council, we said we were still going to meet with elected officials and decision makers, and the mayor and I have continued to do that," Brien said. "We [were] supported by the council to continue to do that even though the feeling was we were making no progress."

Despite the apparent lack of progress, Brien said it was important to continue trying to convince Metro Board members to select the Santa Monica Boulevard subway alignment.

"Two members of the council have valiantly tried to get the majority to support our efforts to defend our high school. The mayor and the vice mayor and [Councilmember] Dr. [Julian] Gold refused until very recently to defend our high school," Korbatov said. "The recent letter sent to MTA is not backed by any money or any muscle."

The City Council's Aug. 12 letter to Leahy and Metro Chair and Los Angeles Mayor Antonio Villaraigosa states the city council's support of the Westside Subway Extension is predicated on the Santa Monica alignment and the subway not tunneling under Beverly High.

"Please don't think for a moment that simply because this council isn't throwing grenades out there at the Metro Board that our resolve and determination isn't as potent as every one of your determination out there," Brucker said.

Korbatov raised the issue again at the Board of Education meeting Tuesday night, to address a comment from Brien that she said suggested the Board was unable to schedule meetings with Metro decision makers.

"That's not true," Korbatov said, explaining that she, with the district's hired experts present, has had at least 20 meetings with decision makers and had three scheduled for this week. In addition, the school district has a team of lobbyists in Washington, D.C.



Photo: Krissy Austin

Joey Austin, Cubmaster Andy Austin and Alex Austin (left to right) at Los Angeles National Cemetery on Memorial Day

Beverly Hills Pack 100 seeks new Cub Scouts

Boys in first through fifth grades are encouraged to join Beverly Hills Pack 100 for adventure and fun. Everything in Cub Scouting is designed to have the boys doing things and activities are used to achieve the aims of Scouting through citizenship training, character development, and personal fitness.

A world of new experiences awaits you and your son through our twice monthly Den and Pack Outings. Some of our activities include a weekend camping experience on Catalina, age-appropriate hikes, fishing, creating and racing Pinewood Derby cars, participating in civic projects that give back to the community, learning archery and more.

If you think your son would enjoy and benefit from scouting, contact Cub Scout Leader Krissy Austin at (310) 556-5635 or via e-mail at bhpack100@gmail.com.

who have been meeting about the subway.

Board member Myra Lurie said she wanted to distance herself from Korbatov's comments.

"I believe when we engage in vitriolic, disrespectful, emotional kinds of exchanges like that, all we do is degrade our position," Lurie said.

Vice President Brian Goldberg and Board member Steven Fenton supported Korbatov's message.

"We have asked repeatedly for the City Council to join us as they've joined us in previous issues about having a joint defense agreement, so we can share all of our information," Goldberg said. "As of today we have not received a response from the City."

Fenton suggested changing the school board and/or the City Council's representatives on the liaison committee or eliminating non-JPA joint meetings.

"In terms of having city-school liaison meetings, it's now a number of times where important issues are not discussed at these meetings and later come up after the fact," Fenton said. "I'm very concerned that these

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from the hills of beverly



Bigotry and history

And some event notes

By Rudy Cole

It could have been terribly divisive, even ugly, this debate we were having about changing the city's rules on noise control, mostly meaning amplified sound, at parties in residential areas, but a carefully structured approach by the city council found an almost Solomon like compromise that might just work.

Of course, we are a very passionate community. From proposals for new hotels to creating street permit parking, we have been known to become as intense as fans of a Birmingham soccer team following a victory, or a loss. Just short of rioting or mass public intoxication.

In a real sense, partisans on both sides of this decision making process, and our whole council, should be congratulated for the display of restraint and reason that helped keep the city's public hearings free of bigotry and name calling.

For many years, the city rules on noise meant a somewhat unrealistic 6 p.m. enforcement hour. That will now be changed, if the council makes final new ordinances for later hours for weekdays and weekends.

Some background: First, this was not an attempt to limit private parties in homes, only the level of acceptable noise created by electronic devices and/or entertainers. Second, there were peripheral matters including limits on rental of homes for events. This too needs more study and regulation.

One of the major reasons why the "noise" and party issues have not risen to the level of creating deeper divisions in the community is the wise and professional behavior of our police department. City law enforcement responded to complaints in a conciliatory manner, working to assure compliance, carefully explaining the rules and impacts, and not just issuing citations. Most often, their methods were highly successful and resi-

dents were cooperative.

Then too there was the good neighbor behavior of a resident in the southwest, reported to the council by **Lori Goldman**. One of her neighbors notified her two weeks before a party that would have amplified sound, and asked her to call if there were problems.

Communities, inevitably, change and when they do, all kinds of social behavior alters too. From the design and size of homes to educational expectations to political loyalties seldom remain the same. In Beverly Hills that cultural alternation has included greater numbers of Persian and even Asian residents, most often visible in our schools. This cultural diversity has had some very positive benefits, not the least of which are in education.

Example: When our school age population began to decrease, with fewer residents with school age children, the arrival of Persian families with larger families actually saved the schools. When we were almost totally dependent on the state, and funding was based on ADA, average daily attendance, without these larger Persian families, we would have faced even more serious financial losses.

These younger families had more children of party giving age and, just as their parents, preferred later hours of entertainment, causing some friction with neighbors. The rules needed both understanding and modification. Hopefully, this is what the community, with the creative and positive leadership of the council, has now achieved. No, not perfect, but a move in the right direction that will increase and improve community relations.

The side issue that needs more regulation: Rentals of homes by outside interests for private parties. We have hotels for banquets and social events, they should not be inflicted in residential areas. This does not mean banning fund-

raisers for charities or political candidates when the resident is directly involved and responsible—then the rules on hours and noise come into play.

Now, for some history lessons: Any signs of bigotry and intolerance this debate might have exposed pales enormously to what once was true about our community.

I am indebted to the late **Greta Furst** who once gave me a lecture on religious intolerance that was a part of our history. Greta, who had carefully chronicled the discriminatory time in Beverly Hills, listed these among many examples, all aimed at the growing new Jewish residents. (Yes, there were Jewish families, mostly from the entertainment industry, for several generations, but there was also both housing and social controls that were offensive.)

1. Many of the residential areas had restrictive covenants. Owners agreed not to sell their houses to Jewish families and other minority groups.

2. A country club on our borders, Los Angeles, had very strict limits on Jewish and minority membership. Leading, of course, to the formation of Hillcrest Country Club.

3. The anger over growth in the business district led to a hate crime sign on Saks while it was under construction. Vandals painted this sign on their wall, just prior to opening: "Jews Go Back to New York."

4. Civic organizations had gentlemen's agreements on number of members. At one point, Rotary limited members to three non-Christians.

5. Even the venerable Beverly Hills Bar Association had an "understanding." The office of bar president would be rotated each year between Jewish and Christian members, regardless of merit or ability. (Thanks to the great lawyer and ethicist **Louis M. Brown** for ending this when he was elected bar president.) Incidentally, it wasn't until the 1950s that blacks were accepted by the Los Angeles Bar Association.

6. Even the pro-business coalition that gained control of the Beverly Hills City Council had this kind of unwritten agreement that there would only be one Jewish councilmember. (The first was **David Tannenbaum**, no relation to a later member with a similar name.)

7. When "Church Row" was created north of Santa Monica Boulevard, not one Jewish house of worship was included. The same exclusion included our very large Christian Science community. This group created a large church on South Rexford and a mammoth private school on North Swall. (For later history buffs, the Christian Science church is now, of course, an Iranian-Jewish house of worship, somewhat ironic.)

Why is this history lesson important? It should remind us that change in our

community demands understanding and, certainly, tolerance. Most of the community does live by those standards, and the sensitive approach to "noise" rules demonstrated that. Of course, good human and community relations has to be a cooperative effort including the reality that change is often positive and not divisive.

(This effort dedicated to the memory of Greta Furst. She was also an early advocate of the e-mail political intervention; hers were tough. Also, one part of the noise discussion included the passionate views of Dr. **Charles Aronberg**, a former mayor, who warned of the health hazards, and those have no nationality or ethnic connection.)

Josette and I attended the early morning services for the Beverly Hills 9/11 event but were not able to be there for the larger remembrance later in the afternoon. Many thanks to our first responders and city officials for making this happen, it was a very positive act of real community unity.

Long time resident **Maynard Brittan** emailed this note to tell me that this "was the most inspiring event ever" for our city. He was especially moved by the words of Mayor **Barry Brucker** and followed with:

"We attended the 9/11 memorial presentation on Sunday: So inspirational and moving. Our first responders, police and fire, were all spiffed up in their dress blues and spit shined shoes, and performed elaborate color guard formations. Also, because of the national terrorist threat warnings, the area was heavily guarded by armed SWAT team snipers along the roof top. Lots of drama and pomp, with a compelling and tear-jerking program. Incidentally, the steel framed memorial statue (featuring actual twin tower twisted scrap frame) was magnificent. All of our friends and neighbors who attended were uniformly impressed, and proud to be an American citizen from Beverly Hills."

Columnist's note: Thanks Mickey. I did receive one unsigned letter, very thoughtful, questioning the advisability of using the materials from the Trade Center. I appreciate the dissent's reasoning, but we cannot and do not use unsigned letters. Readers can send signed letters to this column and request that their names be withheld, and they will be considered. The publisher will only print signed letters.

A great agency will recognize two of our best in November:

The Los Angeles Jewish Home annual gala luncheon on November 8, 2011, at the Beverly Hills Hotel's Crystal Ball will honor **Joan and Arthur Seidel**. Joan and Arthur have been major leaders in our community for many years. Joan in PTA and as an elected City Treasurer, Arthur in business, the arts and as first chair of Friends of Greystone.

The agency luncheon is sponsored by the Associates/Ida May Cummings Home

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support group, named for Cummings, **Louis B. Mayer's** sister.

Joan will be the recipient of the "Zelda White Woman of the year award" and Arnold will be given the Associates/IMC Humanitarian of the year honor.

Both because of the great work of the agency and how much the Seidel's have given to Beverly Hills, we should support and attend the luncheon. For more information, please call (818) 774-3375. (Grateful to former mayor **Donna Ellman Garber** for the alert.)

Help note: Part of a series of discussions we are doing on the City's channel will be on people who have had an historic impact on Beverly Hills. We have taped interviews with three former mayors and the legendary **Fred Hayman**. We would welcome your suggestions of long time residents who have made a difference. Just email me, rudy@bhweekly.com.

Congratulations to the mother and her very articulate son for bringing a bullying incident to the school board. The board did not respond because of some possible misinformation on impacts of the Brown Act.

Somehow, the board members believe they cannot even comment on matters not on the agenda. However, when a citizen appears at a city council meeting with a complaint, the mayor refers him or her to the proper city agency or the city manager for follow up. Certainly, the board

could do the same with a request that the Superintendent consider how to handle the bullying complaint.

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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meetings are becoming an exercise in futility."

The liaisons met Sept. 7, the day before the City's meeting with Ridley-Thomas, but the school board liaisons were not informed about the meeting.

Board member Jake Manaster encouraged his colleagues to view this as a "joining moment" for the district and City to better coordinate their efforts.

BHEA endorses Bilak, Goldberg and Licht; L.A. County Dems support Goldberg and Licht

BHEA, the BHUSD teachers union, has endorsed Frances Bilak, incumbent Brian Goldberg and Andy Licht for the 2011 Board of Education election.

"Brian Goldberg [has] got a track record that we value and appreciate, even if we don't always agree on every decision," BHEA President Mark Frenn said. "We do believe by and large Brian is moving the district in the right direction. That includes improving working conditions for teachers and support staff."

Frenn said Bilak displayed understanding of BHEA's needs and concerns related to working conditions and total compensation, and also seemed "motivated to make sure the district is handling its finances properly."

"She really struck us as somebody who understands the district, teachers, support staff, the bigger picture," Frenn said.

Licht appeared to be teacher-friendly and understanding of BHEA's situation regarding total compensation, and demonstrated familiarity with the district's Measure E program, Frenn said.

"[Licht] appears to understand that there could be some balance [on] the school board so meetings are a little more respectful of the community and of one another, [so the board] can focus on getting business done," Frenn said. "Based on how he carried himself we believe he could be a nice, calming influence there."

Although BHEA did not endorse Lewis Hall, the fourth candidate in the Nov. 8 election for three seats, Frenn said the panel enjoyed interviewing Hall. Frenn said it seemed Hall's "heart was in the right spot."

A panel of six BHEA members representing three bargaining units—certificated, instructional assistants, and office, technical and business services employees—interviewed the four candidates Sept. 7. The representative council, consisting of the BHEA executive board and each site's representatives, voted on the endorsements Sept. 8.

On Tuesday, the Los Angeles County

Democratic Party announced they endorsed Goldberg and Licht, and did not endorse a third candidate.

\$2.5 million BHUSD budget surplus greater than expected

Based on the 2010-2011 actual budget, BHUSD finished the year with a \$2.5 million surplus and a reserve of more than 10 percent, Assistant Superintendent of Business Services Alex Cherniss announced Tuesday night at the Board of Education meeting.

The \$2.5 million surplus was approximately \$700,000 more than was projected, due to a \$360,000 reimbursement grant from the state for remediating an underground source tank at El Rodeo, \$185,000 in deferred funding for Beginning Teacher Support, \$80,000 in additional class size reduction funds, and other adjustments and cost savings. Cherniss said another \$140,000 is on its way from the state for the remediation effort.

"We've been as tight as possible in staffing—we're still in a hiring freeze; we try to cut costs as far as supplies, budgets, site budgets; and salaries are a big piece of this," Cherniss said on Wednesday. "It was really a joint effort to keep our expenditures down."

Because of property tax revenue fluctuations, Cherniss said school business consultants recommend at least a 10 percent reserve for basic aid districts.

Board of Education Vice President Brian Goldberg said the reserve has doubled in part because the district is no longer budgeting for substantial losses from Adult Education or food services. The Board significantly reduced Adult Education and hired Chartwells as a contractor to provide food services this year. Earlier in the meeting, Facilities Consultant LaTanya Kirk reported the cafeteria food has been so popular, a common complaint has been the lines are too long.

"The other big item is the fact that we use natural attrition to reduce our overhead in the district without using layoffs, which lower morale" Goldberg said. "By closing positions, reassigning and redeploying teachers in more efficient and effective ways, we have been able to save more than \$2 million out of the operating budget."

Chris Bushée of BHEA recognized the board and district for their accomplishments with the budget.

"The multi-million dollar, double-digit percentage reserves shown in the latest BHUSD budget represent the confluence of three things: strategic decision-making; mutual trust among bargaining unit rep-



Left to right: Beverly Hills Police Chief Dave Snowden, Ellyn Snowden, Gayle Hara, Los Angeles Police Deputy Chief Terry Hara

LAPD honors Snowden at Jack Webb Awards Dinner

Beverly Hills Police Chief Dave Snowden was honored by the Los Angeles Police Historical Society for his 45 years of service at the 18th annual Jack Webb Awards Dinner on Sept. 10 at the Beverly Hilton. Snowden, who has been a police chief since 1983, is the longest sitting chief of police in California. Before his tenure at Beverly Hills, Snowden was Costa Mesa's police chief from 1985 to 2003, and Baldwin Park's police chief from 1983 to 1985.

Snowden was honored along with leasing attorney Michael E. Meyer, who is a supporter of the Los Angeles County Sheriff's Youth Foundation and the Los Angeles Police Foundation, and Romi and Alan Skobin. Alan is a Los Angeles Police Commissioner and Romi rose to the highest ranking civilian position in the San Fernando Police Department before retiring in 2009.

representatives, the administration, and the Board; and a willingness to put medium-term and long-term goals ahead of short-term desires," Bushée said.

Despite the success, Bushée said the district needed to continue to be vigilant. Cherniss agreed.

"While we are extremely pleased as a district that our general fund reserve has doubled during this fiscal year, we are also extremely cautious regarding the current economic situation of the State of California, and are doing everything we can to anticipate further reductions in revenue from the State of California and potentially from our property tax revenue," Cherniss said.

Planning Commission recommends Trousdale View Restoration Ordinance Part II to City Council

The Planning Commission voted 4-1 to recommend Part II of the Trousdale Estates view restoration ordinance, which pertains to a discretionary process to assist property owners in restoring and maintaining views, to the City Council on Sept. 8.

Commissioner Nanette Cole, who voted no, said she was not opposed to a view res-

toration ordinance, but she was concerned about the City's involvement in the view restoration process and potential legal exposure to the City.

"There are other well established means for private parties to resolve their disputes, before any court action and without subjecting the City to ongoing obligations and liability," Cole said.

The Planning Commission worked on the ordinance for more than two years, but it was not until the meeting on Aug. 4 that a two-track process for the restoration permit process was considered, with one track leading to a non-binding city advisory opinion and the other leading to obtaining a view restoration permit by way of a hearing before the commission, if necessary.

The city advisory opinion was introduced as a less costly option than a view restoration permit for residents to seek the City's feedback on individual cases. The ordinance's indemnification language, recommended by the city attorney's office, requires the view owner to be responsible for any and all costs incurred by the City in enforcing any view restoration permit, except for costs of enforcement the City may recover from the

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coverstory

WHAT'S ALL THE NOISE ABOUT THE NOISE ORDINANCE?

City Council forges a compromise, but is anyone really happy?

By Melanie Anderson

The task of updating the City's noise ordinance presented challenges and controversy, as Human Relations commissioners and City Councilmembers attempted to balance residents' need for quiet use and enjoyment of their homes and other residents' desire for flexibility to host parties in their homes.

The Beverly Hills City Council voted 4-1 on an ordinance Sept. 8 that prohibits amplified sound that is "distinctly audible beyond the property line" between 10 p.m. and 8 a.m. seven days a week, imposes fines of up to \$250 for the second violation and up to \$1,000 for subsequent violations, and prohibits the rental of private homes for commercial parties, except for events or activities in connection with non-profit or charity functions. The ordinance is expected to come back for a second reading at the Sept. 20 city council meeting.

Prior to the vote, the City's noise ordinance prohibited amplified sound after 6 p.m., but police began enforcement at 10 p.m. A second section of the municipal code permitted some types of noise until 10 p.m. Part of the City Council's task was reconciling the inconsistencies in the two code sections.

"Just as the [Human Relations] Commission was unable to come up with one deciding direction, not everybody is going to be happy, but we're hoping to have some kind of compromise and understanding," Councilmember Lili Bosse said before public comment and council deliberations commenced.

Councilmembers were not all in agreement, with Vice Mayor Willie Brien voting no. He said imposing fines might pit neighbors against neighbors, and he also expressed concern about changing the current ordinance to 10 p.m., because statistics showed that police receive noise complaint calls before 10 p.m. Brien emphasized the ordinance pertains only to amplified sound, and as long as neighbors are not disturbed, residents can host social gatherings in their homes at any time.

Southwest Homeowners Association President Ken Goldman addressed the City Council requesting no change to the current ordinance, but he said he was pleased the City Council had listened to the public comments in deciding to set the cut-off time for amplified sound at 10 p.m., seven days a week. The City Council-Human Relations Commission liaisons Bosse and Mayor Barry Brucker had recommended allowing amplified sound until 11 p.m. on Friday and Saturday.

"Listen, the enforcement time is 10 o'clock now. That's what they kept and that's just fine with me," Goldman said Sept. 9.

Two other resident association presidents—North Homeowners Association President and former Mayor Robert K. Tanenbaum and Municipal League President Thomas White—and many residents also urged the city council to make no changes to the current ordinance, with many citing the argument, "If it ain't broke, don't fix it."

Bosse explained representatives of the police department



"The issue here tonight is whether or not we will have a city that respects the values that have distinguished us.

We do not play out every impulse. We edit our conduct so that we don't interfere with the rights of our neighbors."

**--Former Mayor
Robert K. Tanenbaum**



"I think the demographics of the city have changed and this reality should have been shown in the ordinance. There are more younger people now, more cosmopolitan people who think the city is not a sleepy village."

**--Commissioner
Joe Shooshani**

told the council liaisons that if no change was made to the ordinance, police would have to enforce it at 6 p.m. and it would likely generate more calls to the police. Bosse pointed out the City has a general disturbance-of-the-peace ordinance in place that allows residents to call the police about "loud and unreasonable noise" 24 hours a day.

"The issue here tonight is whether or not we will have a city

that respects the values that have distinguished us and those values are about civility, respect and maturity, and realizing how we behave in our community," Tanenbaum said. "We do not play out every impulse. We edit our conduct so that we don't interfere with the rights of our neighbors."

In her presentation of the council liaisons' recommendation, Bosse announced the committee had taken public comment, the police department's current enforcement practice, and statistics of noise complaint phone calls fielded by the police into account. Bosse also said the liaisons received a petition to allow amplified sound until midnight on weekends with 520 signatures, and a petition to allow amplified sound until 1 a.m. on weekends and a permit process to allow amplified sound until 2 a.m. with 384 signatures.

"I hope you reconsider because the notion of petitions strikes me that if that's part of the equation, we need a referendum to remove this from you and let the people decide the question," Tanenbaum said.

White said he would accept a technical change so the police department's practice would fit the ordinance.

"It's working perfectly for a community of 34,000 people and we are getting along in a matter that is harmonious and equitable for every member of this community and every cultural group that comprises the wonderful breadth of our residential community," White said. "If you need to make a technical change to make the practice fit the ordinance, go ahead and do so."

Although the majority of speakers at last week's meeting opposed any change to the noise ordinance, three residents spoke in favor of extending the hours amplified sound is allowed to provide residents flexibility to host parties in their own homes.

"I believe consideration should go both ways," Kathy Afshani said. "If I'm considerate of my neighbor, my neighbor should be considerate of me. I've lived in my house now for 12 years, and I have had a total of two parties. I think I am entitled to have those two parties in 12 years."

Afshani said she once had a party where guests were sitting around telling jokes, and the police showed up.

"The policeman told me, 'You have really bad neighbors, because I couldn't even hear you and I was out in the street,'" Afshani said. "I think some of these calls are just meant to bother people. They're calling out of spite."

Afshani supported changing the ordinance to allow amplified sound until 11 p.m. and pushed for midnight on Friday and Saturday nights. Her husband Shahriar Afshani said it was limiting to end parties at 10 p.m.

"It is not the intent of anyone to have a party to create a nuisance for their neighbors," Shahriar said. "In fact, we go out of our way to make sure our neighbors are not affected. We extend them an invitation, we let them know what's going on, and we try to make it as easy and painless as possible."

The noise ordinance has been challenging since the Human Relations Commission took up the task of updating it in April, beginning with three public outreach meetings, and two meetings of deliberations.

One point of controversy relates to why the 50-year-old ordinance was brought before the city council in the first place. Tanenbaum said the issue was before the city council not in order to reconcile two conflicting sections of the municipal code, but because of "political cronyism."

"One of your members who's not here now wanted this for his voting bloc, pure and simple," Tanenbaum said. "The last thing we want to do in the community is have the perception of that kind of cronyism."

Then-Mayor Jimmy Delshad requested information about the ordinance in late November 2010, and the previous city council expressed support for reviewing the noise ordinance at that time, according to the Sept. 8 staff report.

Tanenbaum shared statistics obtained by Thomas White via a public records act request that revealed in a 10-year period from Oct 1, 2001 to Aug. 31, 2011 there have only been 15 citations issued for disturbance of the peace: six for radios or televisions that were too loud, six for noisy parties, and three for public disturbance. Bosse shared statistics of phone calls in a 121-day period earlier this year, during which there were 313 calls or 2.59 calls each day.

"Why would we do anything if only one percent of calls

relate to noise?" Tanenbaum said.

The topic also created the perception of a community divide. Residents provided a wide range of feedback and the Human Relations Commission was unable to reach consensus to make a recommendation to the City Council. On weekdays, Vice Chair Barbara Linder and Commissioners Tom Pease and Ilona Sherman proposed 6 p.m., Commissioner Rochelle Ginsburg proposed 8 p.m. and Chair Sharona R. Nazarian and Commissioner Yar Meshkaty proposed 10 p.m. as the cut-off time for amplified sound. On weekends, Linder, Pease and Sherman proposed 10 p.m., Ginsburg proposed 11 p.m. and Nazarian and Meshkaty proposed midnight.

Nazarian said she was disappointed the commission did not reach consensus, but the votes were "an accurate reflection of the different views of the community."

Kathy Afshani said she hated that the issue became so divisive.

"I don't think parties are just relegated to Persians. No other culture has parties?" Afshani said. "I really hated hearing that. I'm sorry; it really offended me. One more thing I kept hearing is [this was a] policy of 50 years. We're not the same demographics as 50 years ago. There are younger people living here. We need to change the laws."

Goldman said the issue was purely about noise and not cultural difference. Former Board of Education President Mel Spitz expressed a similar point in his Sept. 8 letter to the City Council.

"You should determine whether the right of Beverly Hills residents and their children to quiet repose every night of the week is of higher priority than the right of neighbors to make noise late at night, regardless of their cultural heritage," Spitz wrote.

Bosse said the noise ordinance process made it clear education is needed in the community about showing consideration

for neighbors and preserving the City's quality of life.

"This issue brought so much divisiveness to this community," Bosse said. "It really broke my heart. I think this is a real defining moment as to who we are and what we are as a community."

In the end, Bosse was correct: Residents had mixed reactions to the outcome.

Afshani said she was disappointed, and Tanenbaum said he is interested in pursuing a way to decide the noise issue at the ballot box.

"[If you] increase the time, you increase the noise intrusion on innocent residents who will become victims of loud and abusive noise," Tanenbaum said. "That is something that is contrary to the values of the people that live in the city. That being the case, I certainly with others, we are considering a way to bring this to the voters of our city so that they can participate and have their voices heard."

In contrast, Goldman declared, "Democracy works!" in a letter to Southwest Homeowners Association residents.

"Because a number of residents came to the City Council meeting last night, wrote and e-mailed and spoke up, the City Council voted to keep the 10 p.m. cut-off for amplified noise every day," Goldman wrote.

Public Works Commissioner Joe Shooshani, who did not speak but attended the Sept. 8 meeting, said he had hoped for a later cut-off time on weekends.

"I think the demographics of the city have changed and this reality should have been shown in the ordinance," Shooshani said. "There are more younger people now, more cosmopolitan people who think the city is not a sleepy village. The city is an urban area."

Despite Shooshani's desire for a later cut-off time on weekends, he said the "most important thing is we keep our city balanced and a good relationship between the citizens."

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foliage owner. The City Council directed the Planning Commission to make the ordinance cost-neutral to the City.

View owners would be required to wait 12 months after obtaining the non-binding city advisory opinion before applying for a view restoration permit, to avoid the possibility of the City issuing conflicting opinions.

"I think quite frankly there's enough items in the ordinance that will really encourage people to resolve their differences before it ever needs to get to the Planning Commission, let alone the City Council on appeal," Yukelson said.

With regard to the ordinance's "safe harbor plane," the Planning Commission recommended 14 feet as the maximum permitted height of foliage from the flat bed of the property. Fourteen feet is the maximum height of homes allowed in the area. At the last meeting, the commission considered a maximum height of 16 feet.

"We're very pleased about [the ordinance]," Yukelson said. "We've worked very diligently on this ordinance and we're all very happy to see something recommended to the City Council."

The City Council approved Part I of the ordinance, the code enforcement portion that set standards for fences and hedges, on Aug. 2.

Planning Commission forwards oil well drilling ordinance to City Council

The Planning Commission voted 3-0 Sept. 8 to recommend the oil well drilling ordinance, which prohibits drilling and extracting oil, gas and other hydrocarbon substances from surface locations in the City, to the City Council. Commission Chair Dan Yukelson

and Commissioner Noah Furie recused themselves because they receive royalties from Venoco, the company in charge of oil well drilling operations at Beverly High.

"We were directed by the City Council to forward an ordinance to them, so our purview was fairly limited," Vice Chair Craig Corman said. "We were just looking to make sure it would conform with the general plan, which it does."

The oil well drilling ordinance does not prohibit slant drilling in Beverly Hills, but language in the ordinance prohibits any drilling beneath the City from originating at a site that is within 500 feet of a school or park property.

The previous City Council passed an urgency ordinance prohibiting oil well drilling in Beverly Hills in March. The ordinance will not affect the oil well drilling currently taking place on the Beverly High drill site, the last remaining surface oil drilling and extraction site in the City, but it will prevent the school district and city from extending Venoco's lease when it expires Dec. 31, 2016. The three-party agreement between the City, BHUSD and Venoco was signed in 1978.

City Manager Jeff Kolin told the school board at its June 28 meeting that the ordinance was motivated by concerns from community members and elected officials about oil drilling on the high school site. Kolin also told the school board the City had heard there was interest or potential that the school district might commence discussions with Venoco about a possible lease extension.

"In terms of policy—is it a good idea financially for the City and schools as well as residents?—that was not what we looked at," Corman said. "That's really a City Council decision."

The City Council and Board of Education held a joint meeting on the topic and decided to form an ad hoc committee to brainstorm how to make up the school district's \$1 million in annual revenue from the oil well. The City also earns approximately \$1 million a year in revenue from the oil well drilling operations.

Roxanne Diaz appointed City Attorney in Manhattan Beach and Indio

Beverly Hills Chief Assistant City Attorney Roxanne Diaz was named city attorney of Manhattan Beach and Indio last week. The Manhattan Beach City Council appointed Diaz and the firm Richards, Watson and Gershon to provide legal services on Tuesday, and the Indio City Council approved Diaz and the firm on Wednesday night.

Diaz, who is a partner and chair of the Public Law Department at Richards, Watson and Gershon, said both appointments were effective immediately, and that her final Beverly Hills City Council meeting was Sept. 8.

"I'll still be working with [Beverly Hills] policy and management on their branding program," said Diaz, who has worked with the City of Beverly Hills for the past 10 years. "I'm really pleased I'll still be able to have that connection with the city on that initiative."

Diaz said she looks forward to the challenges of her two new positions. She will also

continue as city attorney at Hidden Hills.

"It's a very challenging time, [but] it's a good time," Diaz said. "I'm looking forward to helping both cities achieve what they want to achieve."

Due to Indio's distance from Los Angeles, Diaz said she would be in Indio twice a month to attend city council meetings.

"With the advent of e-mail and other electronic communications, it's easy to facilitate providing services, even [if] I'm not onsite in City Hall," Diaz said. When necessary, Diaz said other members of her firm would provide services to her clients.

Beverly Hills City Attorney Larry Wiener announced Diaz's Manhattan Beach appointment at the city council meeting on Sept. 8. Wiener was appointed Manhattan Beach senior counsel.

"I want to congratulate her on that and express my sentiments she will be sorely missed here at Beverly Hills City Council meetings on Tuesday nights, but Manhattan Beach is getting a fine city attorney in Roxanne," Wiener said.

Wiener said Lolly Enriquez, a partner in the Public Law and Public Finance departments of Richards, Watson and Gershon, will primarily take on Diaz's responsibilities, but no official title has been allocated yet.

Five Beverly High seniors vie for National Merit Scholarship

Beverly High seniors Jeremy E. Deutsch, Ezra T. Laemmler, Liza Raffi, Chloe A. Revery, and Mallika V. Sen were among 16,000 semifinalists named in the 57th annual National Merit Scholarship Program. The National Merit Scholarship Corporation will award 8,300 scholarships in the spring.

--Briefs compiled by Melanie Anderson



Roxanne Diaz



BHHS Football Team Loses Season Opener Normans set to play host to San Marcos Friday night

By Steven Herbert

Beverly High began its football season by losing at Santa Barbara, 27-6 Friday night in a nonleague game. Coach Donald Paysinger said the Normans played "average at best" because of "first-game jitters."

"They played a better game than us," Paysinger said. "They were well prepared."

Alan Castro ran 11 yards in the third quarter for Beverly Hills touchdown, cutting the deficit to 19-6. The Dons (1-1) added a touchdown and two-point conversion in the fourth quarter.

Norman running back Frank Brown "played well," its offensive line "played decent," and the defense played "about average," Paysinger said.

The loss was Beverly Hills' fourth in their past five season openers.

What's Next ?

The Normans are scheduled to play host to San Marcos (0-2) Friday night in a nonleague game at Nickoll Field scheduled to begin at 7 p.m.

"We've got to clean up the little things," Paysinger said. "We've got to tackle better. We've got to be able to throw the ball."

The website Calpreps.com projects the Normans will win 35-8.

Girls' Golf

Beverly Hills 257, Marlborough 263

Lydia Choi shot a team-low three-under-par 33 as the Normans opened their season with a victory in an Ocean League match Monday at Wilshire County Club.

Beverly Hills 251, Marlborough 261

Choi shot a team-low one-under-par 35 in an Ocean League match at Rancho Park Golf Course.

Girls' Cross Country

Fastback Shootout

Briana Simmons was the fastest Beverly Hills runner, completing the 1.9-mile course at Mt. San Antonio College in 11 minutes, 47.03 seconds Saturday to finish fourth in the first heat of the seniors race, sixth overall.

Boys' Cross Country

Fastback Shootout

Chanan Batra was the fastest Beverly Hills runner, completing the 1.9-mile course at Mt. San Antonio College in 10:46.04 Saturday to finish 12th in his heat, which consisted all of juniors, and 67th overall.

Boys' Water Polo

Chris Weisz-TRX Memorial Cup

Brea 13, Beverly Hills 4

Tyler Neman scored three goals and Steven Turnbull one as the Normans opened their season with a loss in a pool play game last

Thursday at Santa Ana Valley High.

Beverly Hills goaltender Francois Reihani made six saves.

Tustin 12, Beverly Hills 7

Zak Zukoski scored four goals, Dillon Silverstein two and David Hakakian one for the Normans in a pool play game Friday at Santa Ana Valley High.

Reihani made nine saves.

Girls' Tennis

Brentwood 12, Beverly Hills 6

The Normans No. 1 doubles team of Miriam Binman and Allison Lee won their first two sets, 6-4, 6-2, in a season-opening loss in a nonleague match at Brentwood School Tuesday.

Each of Beverly Hills three singles players won one set.

Its No. 1 player, Victoria Mamatova defeated was a 6-1 winner in the third round. The Normans No. 2 player, Paula Alexe, won 7-5 in the second round. Sheila Farzani, Beverly Hills No. 3 singles player, was a 6-1 winner in the second round.

The Normans also got a victory from their No. 2 doubles team, Charlotte Frank and Nikole Okhman, who won 6-2 in the second round.

Girls' Volleyball

Crescenta Valley def. Beverly Hills 25-22, 26-24, 30-32, 25-9

Allison Wolff had 22 digs, Liat Hackman 13 and Julia Mason had four service aces for the Normans in their season opener Sept. 7 at Crescenta Valley.

Kill leaders were not available.

Professional Football

Spencer Paysinger, a 2006 Beverly High graduate, made his National Football League debut Sunday, in the New York Giants 28-14 loss to the Washington Redskins at FedEx Field in Landover, Md. in the season opener for both teams.

Paysinger, a reserve linebacker and special teams player, did not record any statistics. He is the first Beverly Hills alumnus to play in the NFL since 1998 when offensive lineman Rick Cunningham ended an eight-season career in the league by playing in 12 games with the Oakland Raiders.

Paysinger said he was surprised to make the team.

"I know I had a few good games in the preseason," Paysinger said. "The coaches really liked me. They liked what I could do on special teams and had a lot of good pub out there for my special teams and defensive play, but at the end of the day it is a business and you do know that even if you did do well, you

still can get cut.

"Once 6 o'clock came and I found out I was on the team, I was just as happy as if I didn't know."

NFL teams had to reduce their rosters to the regular-season limit of 53 by 6 p.m. Eastern Daylight Time Sept. 3.

Paysinger signed with the Giants as an undrafted rookie free agent. He said felt the odds were stacked against him.

"They did draft two other backers and they brought in another outside backer," said Paysinger, a son of Beverly High football coach Donald Paysinger and a nephew of Carter Paysinger, the school's principal.

"If it did come down to cutting a linebacker, they would probably just cut the undrafted

person because they already put money and stake into the person they drafted."

Paysinger was among four rookie linebackers to make the Giants regular-season roster, joining Greg Jones, a fifth-round draft choice from Michigan State, Jacquan Williams, a sixth-round draft choice from South Florida and Mark Herzlich, a free agent from Boston College.

"The best thing that they did was play special teams," Coach Tom Coughlin said Sept. 3 as he announced the team's cuts. Coughlin went on to specifically praise Paysinger for making "a couple of nice physical plays," in an 18-17 victory over the New England Patriots Sept. 1 in the final preseason game for both teams.

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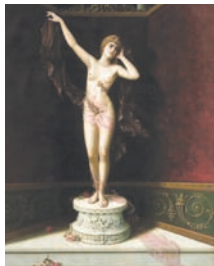


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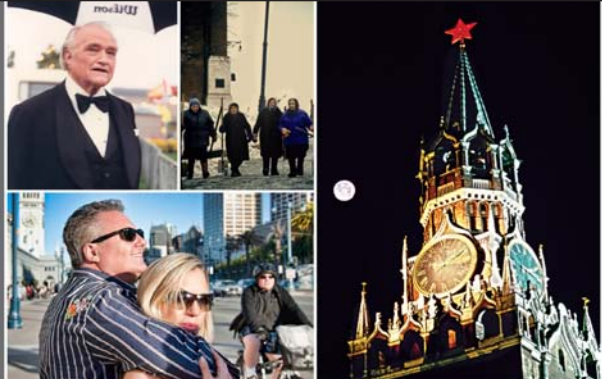
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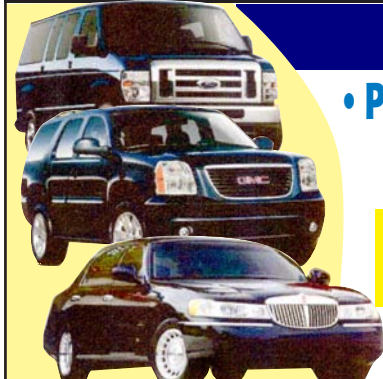
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of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 8/25/2011, 9/1/2011, 9/8/2011, 9/15/2011 21016

FICTITIOUS BUSINESS NAME STATEMENT: 2011 073265 The following person(s) is/are doing business as: THE BLUE MOON CRUISES, 1400 OLD HARBOR LN #104, MARINA DEL REY, CA 90292. CHRISTOPHER MEDINGER, 14000 OLD HARBOR LN #104 MARINA DEL REY CA 90292. 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 CHRISTOPHER MEDINGER. 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: 7/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 8/25/2011, 9/1/2011, 9/8/2011, 9/15/2011 21018

FICTITIOUS BUSINESS NAME STATEMENT: 2011 073346 The following person(s) is/are doing business as: PATEL BAIL BONDS, INC, 5220 CLARK AVE SUITE # 110, LAKEWOOD, CA 90712. PATEL BAIL BONDS, INC, 5220 CLARK AVE SUITE # 110 LAKEWOOD CA 90712. 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 ASHISH PATEL. 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: 7/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 8/25/2011, 9/1/2011, 9/8/2011, 9/15/2011 21017

FICTITIOUS BUSINESS NAME STATEMENT: 2011 075135 The following person(s) is/are doing business as: SALVADOR REZA REAL ESTATE CONSULTING, 4140 WORKMAN MILL RD #45, WHITTIER, CA 90601. SALVADOR REZA, 4140 WORKMAN MILL RD #45 WHITTIER CA 90601. 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 SALVADOR REZA. 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: 8/3/2011. NOTICE - This fictitious name

statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 8/25/2011, 9/1/2011, 9/8/2011, 9/15/2011 21122

FICTITIOUS BUSINESS NAME STATEMENT: 2011 075236 The following person(s) is/are doing business as: VUELVE A LA VIDA, 2143 COGSWELL RD, EL MONTE, CA 91733. MARTIN RAYGOZA, 2143 COGSWELL RD EL MONTE CA 91733 VICTOR CALDERON, 2143 COGSWELL RD EL MONTE CA 91733. The business is conducted by: a General Partnership. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed MARTIN RAYGOZA. 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: 8/3/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 8/25/2011, 9/1/2011, 9/8/2011, 9/15/2011 21123

FICTITIOUS BUSINESS NAME STATEMENT: 2011074798: The following person(s) is/are doing business as: IDEAL FIT MODELS, 8126 Blackburn Ave. Los Angeles, CA 90048. ANORA LYN SCHAEER, 8126 Blackburn Ave. Los Angeles, CA 90048. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Anora Lyn Schaeer. This statement is filed with the County Clerk of Los Angeles County on: 08/12/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1161

FICTITIOUS BUSINESS NAME STATEMENT: 2011081926: The following person(s) is/are doing business as: LEGAL SERVICES FOR YOU; LEGAL SERVICES MADE EASY. 4420 Price St #1. Los Angeles, CA 90027. VICTORIA NAREZHAYNA, 4420 Price St #1. 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: N/A Signed: Victoria Narezhnaya. This statement is filed with the County Clerk of Los Angeles County

on: 08/12/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1162

FICTITIOUS BUSINESS NAME STATEMENT: 2011071738: The following person(s) is/are doing business as: GEEK RAGS, 2425 N. Beverly Glen Blvd. Los Angeles, CA 90077. GAIL CHARLENE, 2425 N Beverly Glen Blvd. Los Angeles, CA 90077. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Gail Boggs. This statement is filed with the County Clerk of Los Angeles County on: 08/12/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1163

FICTITIOUS BUSINESS NAME STATEMENT: 2011069131: The following person(s) is/are doing business as: H&M Janitorial Services, 14134 Burbank Blvd #12, Sherman Oaks, CA 91401. MAGNOLIA BERMUDEZ, 14134 Burbank Blvd #12, Sherman Oaks, CA 91401. HUGO MAZARIEGOS, 14134 Burbank Blvd #12, Sherman Oaks, CA 91402. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Magnolia Bermudez. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1164

FICTITIOUS BUSINESS NAME STATEMENT: 2011069123: The following person(s) is/are doing business as: NOMAD FOODS, 2355 Westwood Blvd #562, Los Angeles, CA 90064. CITADEL CORPORATION, 2355 Westwood Blvd #562, Los Angeles, CA 90064. The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Citadel Corporation. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed

on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1165

FICTITIOUS BUSINESS NAME STATEMENT: 2011082056: The following person(s) is/are doing business as: D&E DIAGNOSTIC UNTRASOUND SERVICES; DOC MOBILE DIAGNOSTIC SONOGRAPHY;DADDY&MOM CAREGIVER AGENCY; SENIOR CARE & NANNY AGENCY. 2414 N. Lincoln St. Burbank, CA 91504. P&R INTERNATIONAL ENTERPRISE INC. 2414 N. Lincoln St. Burbank, CA 91504.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Nestor Esplana. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1166

FICTITIOUS BUSINESS NAME STATEMENT: 2011081807: The following person(s) is/are doing business as: LOGISTICS EXPRESS. 1643 ½ Westwood Blvd. Los Angeles, CA 90024. THE COURRIER CONNECTION INC. 1643 ½ Westwood Blvd. Los Angeles, CA 90024. The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Robert Weiser. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1167

FICTITIOUS BUSINESS NAME STATEMENT: 2011081806: The following person(s) is/are doing business as: TOPFLIGHT WORLDWIDE AIR EXPRESS. 1643 ½ Westwood Blvd. Los Angeles, CA 90024. THE COURRIER CONNECTION INC. 1643 ½ Westwood Blvd. Los Angeles, CA 90024.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Robert Weiser. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1168

FICTITIOUS BUSINESS NAME STATEMENT: 2011081272: The following person(s) is/are doing business as: MGA; FEDOSI; MANUFACTURING GROUP; HANASSAB; CARPET CENTER USA. 8687 Melrose Ave. West Hollywood, CA 90069. MANAGEMENT GROUP AMERICA INC. 8687 Melrose Ave. West Hollywood, CA 90069.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: MANAGEMENT GROUP AMERICA INC. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1169

FICTITIOUS BUSINESS NAME STATEMENT: 2011083252: The following person(s) is/are doing business as: GOLDCERAM. 9301 Wilshire Blvd #PH. Beverly Hills, CA 90210. SOLAMU OF BEVERLY HILLS INC. 9301 Wilshire Blvd #PH. 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: N/A Signed: Andrew Paeng. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1170

FICTITIOUS BUSINESS NAME STATEMENT: 2011084765: The following person(s) is/are doing business as: MODERN FILTH; MASON WEAR. 121 N Wetherly Dr. Beverly Hills, CA 90211. ELIOT SALEHANI. 121 N Wetherly Dr. Beverly Hills, CA 90211. ELIAS FERNANDEZ. 239 S. Spalding Dr. Beverly Hills, CA 90212.The business is conducted by: A GENERAL PARTNERSHIP. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Eliot Salehani. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1171

FICTITIOUS BUSINESS NAME STATEMENT: 2011084768: The following person(s) is/are doing business as: J&b CAR WASH AND CARPET CLEANING. 8917 Burnet Ave. North Hills, CA 91343. ENRIQUE VASQUEZ PEREZ. 8917 Burnet Ave. North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Andrew Paeng. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1172

FICTITIOUS BUSINESS NAME STATEMENT: 2011084766: The following person(s) is/are doing business as: GLAMOUR VACATION. 1142 N. Central Ave. Glendale, CA 91202. NANA ABRAMOVA. 432 Palm Dr #1. Glendale, CA 91202.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Nana Abramova. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1173

FICTITIOUS BUSINESS NAME STATEMENT: 2011084767: The following person(s) is/are doing business as: PC MAC TECH. 10210 Riverside Dr. Toluca Lake, CA 91602. LA CITY TECH INC. 10210 Riverside Dr. Toluca Lake, CA 91602.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: LA CITY TECH INC. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1174

FICTITIOUS BUSINESS NAME STATEMENT: 2011084771: The following person(s) is/are doing business as: EISNER INSTITUTE FOR PROFESSIONAL STUDIES. 16133 Ventura Blvd #700. Encino, CA 91436. EISNER PSYCHOLOGICAL ASSOCIATES INC. 16133 Ventura Blvd #700. Encino, CA 91436.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Andrew Paeng. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1175

FICTITIOUS BUSINESS NAME STATEMENT: 2011082795: The following person(s) is/are doing business as: SORSID; SORSID CREATIVE; SORSID DESIGN; SORSID STUDIO. 340 N Kenwood St #204. Glendale, CA 91206. ARTHUR BADALIAN. 340 N Kenwood St #204. Glendale, CA 91206.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Arthur Badalian. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1176

FICTITIOUS BUSINESS NAME STATEMENT: 2011082842: The following person(s) is/are doing business as: BRIGHT NOW WHITENING. 31940 Olive Ave. Castaic, CA 91384. JEFFERY MOORE. 31940 Olive Ave. Castaic, CA 91304.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Jeffrey Moore. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1177

FICTITIOUS BUSINESS NAME STATEMENT: 2011082746: The following person(s) is/are doing business as: US TRUCKING. 6036 Santa Monica Blvd. Los Angeles, CA 90038. AZAT KECHECHYAN. 1304 E. Wilson Ave. Glendale, CA 91206.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Azat Kechechyan. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1178

FICTITIOUS BUSINESS NAME STATEMENT: 2011082386: The following person(s) is/are doing business as: GEMP LLC. 19780 Ahwanee Ln. Northridge, CA 91326. GEMP LLC. 81 Stagecoach Rd. Bell Canyon, CA 91307.The business is conducted by: Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Gemp Llc. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1179

FICTITIOUS BUSINESS NAME STATEMENT: 2011082360: The following person(s) is/are doing business as: BEST HOME FOR LIVING. 6916 Vanscoy Ave. North Hollywood, CA 91605. MARY JANE GARNER. 6916 Vanscoy Ave. North Hollywood, CA 91605. MARVIN GARNER. 6916 Vanscoy Ave. North Hollywood, CA 91605.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Mary Jane Garner. This statement is filed with the County Clerk of Los Angeles County on: 08/17/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 8/18/11, 8/25/11, 9/1/11, 9/8/2011 1180

FILE NO. 2011 083188
FICTITIOUS BUSINESS NAME STATEMENT
TYPE OF FILING: ORIGINAL
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SPIN CLEAN COIN LAUNDRY, 112 S. PACIFIC AVE, SAN PEDRO, CA 90731 county of: LOS ANGELES. The full name of registrant(s) is/are: ROBERT A. BAILEY, 2338 W. 255TH ST, LOMITA, CA 90717-2425. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ ROBERT A. BAILEY, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on AUG 17 2011 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA10838304 BH WEEKLY 8/25, 9/1, 8, 15, 2011

FICTITIOUS BUSINESS NAME STATEMENT: 2011061136: The

following person(s) is/are doing business as: COPY SOLUTIONS USA. 315 N. Normandie PI #3. Los Angeles, CA 90004. VUTIPON VONGPAYUK. 315 N Normandie PI #3. Los Angeles, CA 90004. NUTDAPORN VONGPAYAK. 315 N. Normandie PI #3. Los Angeles, CA 90004. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Nutdaporn Vongpayak. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1181

FICTITIOUS BUSINESS NAME STATEMENT: 2011089696: The following person(s) is/are doing business as: ALL INTERNATIONAL TRADING. 2680 S. Bonnie Beach Pl. Vernon, CA 90058. F&P BUSINESS MANAGEMENT SERVICES INC. 2680 S. Bonnie Beach Pl. Vernon, CA 90058.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: F&F Business Management Service Inc. This statement is filed with the County Clerk of Los Angeles County on: 08/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1182

FICTITIOUS BUSINESS NAME STATEMENT: 2011089633: The following person(s) is/are doing business as: MESTIZO TRENDS. 9600 Van Nuys Blvd #205. Panorama City, CA 91402. ROSALVA LEON. 9600 Van Nuys Blvd #205. 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: N/A Signed: Rosalva Leno. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1183

FICTITIOUS BUSINESS NAME STATEMENT: 2011089633: The following person(s) is/are doing business as: GIGGLES SPORT CAFÉ. 215 N Brand Blvd. Glendale, CA 91203. EDGAR ENTERTAINMENT INC. 215 N Brand Blvd. Glendale, CA 91203.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Garnik Galoostion. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1184

FICTITIOUS BUSINESS NAME STATEMENT: 2011089652: The following person(s) is/are doing business as: BRAKE MASTERS. 8340 Reseda Blvd. Northridge, CA 91344. CENTURY AUTO REPAIR. 8340 Reseda Blvd. Northridge, CA 91324.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Mardik Vartanian. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1185

FICTITIOUS BUSINESS NAME STATEMENT: 2011089633: The following person(s) is/are doing business as: H D M Z A LOGISTICS. 23645 N Meadow Ridge #11. Santa Clarita, CA 91321. ISMAEL R ARRIAZA. 23645 N Meadow Ridge #11. Santa Clarita, CA 91321.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Ismael R Arriaza. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1186

FICTITIOUS BUSINESS NAME STATEMENT: 2011089790: The following person(s) is/are doing business as: SKY JUMPERS. 16300 Malden St. North Hills, CA 91343. MARTIN MANVELIAN. 16300 Malden St. North Hills, CA 91343.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Martin Manvelian. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1187

FICTITIOUS BUSINESS NAME STATEMENT: 2011088915: The following person(s) is/are doing business as: DARABAR SECRET THAI CUISINE. 5112 Hollywood Blvd #108-109. Los Angeles, CA 90027. PRAKOPSPUP SEESAD. 847 N. Hobart Blvd. Los Angeles, CA 90029.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Prakopsup Seesad. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1188

FICTITIOUS BUSINESS NAME STATEMENT: 2011089633: The following person(s) is/are doing business as: KAAANCHI. 18128 Parthenia St. Northridge, CA 91325. KARAN SINGH. 7918 Reseda Blvd #310. Reseda, CA 91335.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Karan Singh. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of

the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1189

FICTITIOUS BUSINESS NAME STATEMENT: 2011089761: The following person(s) is/are doing business as: AMERICAN TRANSPORTATION MANAGEMENT GROUP. 1608 Alamitas Ave. Monrovia, CA 91016. ARMEN BAGDASSARIAN. 1608 Alamitas Ave. Monrovia, CA 91016.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Armen Bagdassarian. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1190

FICTITIOUS BUSINESS NAME STATEMENT: 2011089761: The following person(s) is/are doing business as: S&F TILE DEPOT. 6741 Van Nuys ST #F. Van Nuys, CA 91405. SRBUN FAKHURYAN. 145 S. Glenoaks Blvd. 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: N/A Signed: Srbun Fakhuryan. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1191

FICTITIOUS BUSINESS NAME STATEMENT: 2011084270: The following person(s) is/are doing business as: ILLCO. 10450 Eastborne Ave #205. Los Angeles, CA 90024. SHAPOOR RAHIMI. 10450 Eastborne Ave #205. Los Angeles, CA 90024.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Shapoor Rahimi. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1192

FICTITIOUS BUSINESS NAME STATEMENT: 2011085860: The following person(s) is/are doing business as: TRICAP REALTY; TRICAP PROPERTIES. 1801 Avenue of the Stars #417. Los Angeles, CA 90067. SHELBY JEAN KAPLAN. Two Latimer Rd. Santa Monica, CA 90402.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed:Shelby Jean Kaplan. This statement is filed with the County Clerk of Los Angeles County on: 07/13/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/1/2011, 9/8/2011, 9/15/2011, 9/22/ 2011 - 1193

Department of Alcoholic Beverage Control
888 S. FIGUEROA ST. STE 320
LOS ANGELES, CA 90017
(213)833-6043
NOTICE OF APPLICATION FOR CHANGE
IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE
Date of Filing Application: July 12, 2011
To Whom It May Concern:
The Name(s) of the Applicant(s) is/are:
MAISON GRAUD LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at:
1032 SWARTHMORE AVE.
PACIFIC PALISADES,CA 90272-2505
Type of license(s) applied for:
41-On-Sale Beer and Wine- Eating Place

FICTITIOUS BUSINESS NAME STATEMENT: 2011085338: The following person(s) is/are doing business as: AHAPP MEDIA. 301 N. Canon Dr. #304. Beverly Hills, CA 90210. FASTLIGHT MEDIA, INC. 301 N Canon Dr. #304. Beverly Hills, CA 90210.The business is conducted by: LIMITED LIABILITY. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/9/2011. Signed: Michaelle Fastlicht.President. This statement is filed with the County Clerk of Los Angeles County on: 08/19/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 - 1194

FICTITIOUS BUSINESS NAME STATEMENT: 2011094212 The following person(s) is/are doing business as: LIANNA LAW FIRM; HELLO DOGGEEZ 10153-1/2 Riverside Dr Ste 361, Toluca Lake, CA 91605. Paige L. Adamczyk 2508 W. Chandler Blvd, 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: 7/24/2011 Signed: Paige L. Adamczyk, Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/2/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1195

FICTITIOUS BUSINESS NAME STATEMENT: 2011094193 The following person(s) is/are doing business as: SSS- APPAREL 1713 Scott Road #6, Burbank, CA 91504. SAVANNH T. SHARMA 1713 Scott Road #6, Burbank, CA 91504 . The business is conducted by: an Individual Registrant has begun to transact business under the fictitious business name or names listed here on: 9/2/2011 Signed: Savanh T. Sharma, Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/2/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1196

FICTITIOUS BUSINESS NAME STATEMENT: 2011094010The following person(s) is/are doing business as: HM AUTO BODYSHOP 12157

Branford St #B8, Sun Valley, CA 91352HAMLET MOUSISYAN 1067 E. Tunjunga Ave, Burbank, CA 91501. The business is conducted by: an Individual Registrant has begun to transact business under the fictitious business name or names listed here on: 9/2/2011 Signed: Hamlet Mousisyman, Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/2/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1197

FICTITIOUS BUSINESS NAME STATEMENT: 2011094029 The following person(s) is/are doing business as: ANDREW SHAKEL & ASSOCIATES 29500 Heathercliff Rd #126, Malibu, CA 90265. ANDREW SHAKEL 29500 Heathercliff Rd #126, Malibu, CA 90265. The business is conducted by: an Individual Registrant has begun to transact business under the fictitious business name or names listed here on: 9/1/2011 Signed: Andrew Shakel, Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/2/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1198

FICTITIOUS BUSINESS NAME STATEMENT: 2011089022 The following person(s) is/are doing business as: SHANA K 912 E. 12th St Ste D, Los Angeles, CA 90021. RAHROW INC 912 E. 12th St Ste D, Los Angeles, CA 90021.The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 6/15/2009 Signed: Rahrow INC, Secretary. This statement is filed with the County Clerk of Los Angeles County on: 8/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1199

FICTITIOUS BUSINESS NAME STATEMENT: 2011089100 The following person(s) is/are doing business as: THE JEWELRY LIQUIDATION GURU 9320 Wilshire Blvd #207, Beverly Hills, CA 90212. GURULIQ INC 157 S. Oakhurst Dr, Beverly Hills, CA 90212.The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/26/2011 Signed: Guruliq Inc, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1200

FICTITIOUS BUSINESS NAME STATEMENT: 2011093073 The following person(s) is/are doing business as: PLANET PARTY COCKTAILS & CHEERS 1 Fuerson Ln, Chatsworth, CA 91311. ANA D. QUIROZ 1 Fuerson Ln, 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: 9/1/2011 Signed: Ana D. Quiroz, General Manager/Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/1/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1201

FICTITIOUS BUSINESS NAME STATEMENT: 2011090652 The following person(s) is/are doing business as: SET DESIGN 9831 West Olympic Blvd, Beverly Hills, CA 90212. SANDRA TURKOWITZ 9831 West Olympic Blvd, Beverly Hills, CA 90212 The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/10/2011 Signed: Sandra Turkowitz/ SETdesign, Principal/Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1202

FICTITIOUS BUSINESS NAME STATEMENT: 2011090653 The following person(s) is/are doing business as: SISTAS MAKING DOUGH 8120 Quakertown Ave, Winnetka, CA 91306. JOSZETTE SMITH 8120 Quakertown Ave, Winnetka, CA 91306 The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/19/2002 Signed: Jozsette Smith, President/Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1203

FICTITIOUS BUSINESS NAME STATEMENT: 2011092955 The following person(s) is/are doing business as: LUMENATIONS INC; AN EXTRA PAIR OF HANDS 5506 Goodland Ave, Valley Village, CA 91607. PREFERRED LIGHTING INC 5506 Goodland Ave, Valley Village, CA 91607. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 11/17/10 Signed: Preferred Lighting Inc, President.. This statement is filed with the County Clerk of Los Angeles County on: 9/1/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1204

FICTITIOUS BUSINESS NAME STATEMENT: 2011092955 The following person(s) is/are doing business as: INFINITE DENTAL WELLNESS 3600 N. Verdugo Rd. Suite #201, Glendale, CA 91208. KIRAJ & MURADYAN DENTAL CORP 3600 N. Verdugo Rd. Suite #201, Glendale, CA 91208. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 9/01/2011 Signed: Kiraj& Muradyan Dental Corp, President.. This statement is filed with the County Clerk of Los Angeles County on: 9/1/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement

does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1205

FICTITIOUS BUSINESS NAME STATEMENT: 2011092994 The following person(s) is/are doing business as: 1 CLICK RESTORE 17050 Chatsworth St #106, Granada Hills, CA 91325. RITCHIE KAY 17045 Roscoe Blvd #16, 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: 9/01/2011 Signed: Ritchie Kay, Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/01/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1206

FICTITIOUS BUSINESS NAME STATEMENT: 2011093055 The following person(s) is/are doing business as: VILLEDA'S TRUCKING 1810 Scott Rd, Burbank, CA 91504. JOSE A VILLEDA 1810 Scott Rd, Burbank, CA 91504. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 9/01/2011 Signed: Jose A Villeda, Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/01/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1207

FICTITIOUS BUSINESS NAME STATEMENT: 2011092281 The following person(s) is/are doing business as: FINCH AND GREEN 1200 N. Clark St, West Hollywood, CA 90069. SHAWN FINCH 1200 N. Clark St, 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: 8/31/2011 Signed: Shawn Finch, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1208

FICTITIOUS BUSINESS NAME STATEMENT: 2011091570 The following person(s) is/are doing business as: HAUS OF RYAN SAGHIAN DESIGN 136 N. La Peer Dr, Los Angeles, CA 90048. RYAN SAGHIAN 136 N. La Peer Dr, Los Angeles, CA 90048. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/31/2011 Signed: Ryan Saghian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1209

FICTITIOUS BUSINESS NAME STATEMENT: 2011091570 The following person(s) is/are doing business as: AIRVINA 18540 Plummer St. #121, Northridge, CA 91324. JOHN SPANOMANOLIS 18540 Plummer St. #121, Northridge, CA 91324. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/31/2011 Signed: John Spanomanolis, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1210

FICTITIOUS BUSINESS NAME STATEMENT: 2011091751 The following person(s) is/are doing business as: BLAIR FINANCIAL SOLUTIONS 29033 Sam Pl, Santa Clarita, CA 91387-4443. STUART C. BLAIR III 29033 Sam Pl, Santa Clarita, CA 91387-4443 . The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/31/2011 Signed: Stuart C. Blair III, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/31/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1210

FICTITIOUS BUSINESS NAME STATEMENT: 2011091020 The following person(s) is/are doing business as: PACOIMA COMPOUNDING PHARMACY 13515 Van Nuys Blvd, Pacoima, CA 91331. PACOIMA COMPOUNDING PHARMACY INC 13515 Van Nuys Blvd, Pacoima, CA 91331. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/30/2011 Signed: Omid Matinvar, CEO. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1211

FICTITIOUS BUSINESS NAME STATEMENT: 2011090719The following person(s) is/are doing business as: TAGG FINANCIAL SERVICES 14421 Weddington St, Sherman Oaks, CA 91401. AREG TAGMIZYAN 14421 Weddington St, Sherman Oaks, 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: 8/30/2011 Signed: Areg Tagmizyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1212

FICTITIOUS BUSINESS NAME STATEMENT: 2011091143 The following person(s) is/are doing business as: SMART LOCK AND SAFE 10926 Bismarck Avenue, Porter Ranch, CA 91326. ROB JONES 10926 Bismarck Avenue, Porter Ranch, 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:

8/30/2011 Signed: Rob Jones, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1213

FICTITIOUS BUSINESS NAME STATEMENT: 2011090773 The following person(s) is/are doing business as: SMITH LOCKSMITH 8039 Reseda Blvd #211-N, Reseda, CA 91335. STANLEY KEY AUGH 8039 Reseda Blvd #211-N, Reseda, CA 91335 .The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/30/2011 Signed: Stanley Augh,Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1214

FICTITIOUS BUSINESS NAME STATEMENT: 2011090650 The following person(s) is/are doing business as: JOE'S FALAFEL 3535 Cahuenga Bl. West. #105, Los Angeles, CA 90068. ELIAS MATTAR 3535 Cahuenga Bl. West. #105, 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: 8/30/2011 Signed: Elias Mattar,Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1215

FICTITIOUS BUSINESS NAME STATEMENT: 2011090651 The following person(s) is/are doing business as: EXPERT BUILDER 11012 Ventura Blvd #B, Studio City, CA 91604. DIRECT BUY CONSTRUCTION, INC 11012 Ventura Blvd #B, Studio City, CA 91604. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/30/2011 Signed: Alon Zur, President. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1216

FICTITIOUS BUSINESS NAME STATEMENT: 2011091333 The following person(s) is/are doing business as: ALTERED STATES PRODUCTIONS 15333 De Pauw St, Pacific Palisades, CA 90272. LIFESTYLE MANAGEMENT CORPORATION 15333 De Pauw St, Pacific Palisades, CA 90272 .The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/30/2011 Signed: Analia Marino, President. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1217

FICTITIOUS BUSINESS NAME STATEMENT: 2011089981 The following person(s) is/are doing business as: HR GARCIA TRANSPORT 6612 Kester Ave No.1, Van Nuys, CA 91405. YEMBI G. CABRERA PAZ 6612 Kester Ave No.1, Van Nuys, CA 91405 .The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/26/2011 Signed: Yembi G Cabrera Paz, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1218

FICTITIOUS BUSINESS NAME STATEMENT: 2011090201 The following person(s) is/are doing business as: HILLTOP HAVEN 6531 Gloria Ave, Lake Balboa, CA 91406. THOMAS STILES 572 Orangewood Ct, Palmdale, CA 93550 .The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/29/2011 Signed: Thomas Stiles, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1219

FICTITIOUS BUSINESS NAME STATEMENT: 2011090283 The following person(s) is/are doing business as: D'SABORES 19315 Satcoy Unit #H, Reseda, CA 91325. MIGUEL ANTONIO GIRON TURCIOUS 21309 Bottletree Ln #101, Santa Clarita, CA 91321 .The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/29/2011 Signed: Miguel Antonio Giron Turcious, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1220

FICTITIOUS BUSINESS NAME STATEMENT: 2011090277 The following person(s) is/are doing business as: YASMEEN ZOE COLLECTION 13914 Carol Lane, Sylmar, CA 91342. JERRY B. DIEGO; ROULENE DIEGO 13914 Carol Lane, Sylmar, CA 91342.The business is conducted by: Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/29/2011 Signed: Jerry B. Diego, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1221

FICTITIOUS BUSINESS NAME STATEMENT: 2011089994 The following person(s) is/are doing business as: NE1 SKATE SHOP 11473 Killion St Apt#3, North Hollywood, CA 91601. NATHANIEL CHILDRESS; DAVID BABIN 11473 Killion St Apt#3, North Hollywood, CA 91601 .The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/29/2011 Signed: Nathaniel Childress, CEO/Partner. This statement is filed with the County Clerk of Los Angeles County on: 8/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1222

FICTITIOUS BUSINESS NAME STATEMENT: 2011089985 The following person(s) is/are doing business as: FELINE FRIENDS 18918 Friar St, Tarzana, CA 91335. JANICE HUTCHINS 18918 Friar St, Tarzana, CA 91335. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/29/2011 Signed: Janice Hutchins,Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1223

FICTITIOUS BUSINESS NAME STATEMENT: 2011088542 The following person(s) is/are doing business as: FRIENDLY LIMO SERVICE 16915 Napa St #110, North Hills, CA 91343. RANA KHAN;MUHAMMAD ABDUL AZIZ ASAD; SHAH KHAN 16915 Napa St #110, North Hills, CA 91343 . The business is conducted by: Copartners. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/25/2011 Signed: Muhammad Asad,Partner. This statement is filed with the County Clerk of Los Angeles County on: 8/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1224

FICTITIOUS BUSINESS NAME STATEMENT: 2011087478 The following person(s) is/are doing business as: MREM 1617 N. Fuller Ave #215, Los Angeles, CA 90046. MARK REMENITSKIY 1617 N. Fuller Ave #215, 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: 8/24/2011 Signed: Mark Remenitskiy, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1225

FICTITIOUS BUSINESS NAME STATEMENT: 20110789888 The following person(s) is/are doing business as: EL SHADDAI AUTO RECONDITIONING 2253 W. Pico Blvd, Los Angeles, CA 90006. EL SHADDAI AUTO RECONDITIONING, INC 2263 W Pico Blvd, Los Angeles, CA 90006. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/10/2011 Signed: Jose David Ortega, CEO-President. This statement is filed with the County Clerk of Los Angeles County on: 8/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1226

FICTITIOUS BUSINESS NAME STATEMENT: 2011087250 The following person(s) is/are doing business as: ENDLESS BEAUTY BAR COSMETICS BOUTIQUE AND SPA 4420 Topanga Canyon Blvd, Woodland Hills, CA 91364. E&S Cosmetics LLC 4420 Topanga Canyon Blvd, Woodland Hills, CA 91364. 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: 8/24/2011 Signed: E&S Cosmetics LLC, President. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1227

FICTITIOUS BUSINESS NAME STATEMENT: 2011087320 The following person(s) is/are doing business as: SHANGRALA 1304 Burbank Blvd, Burbank, CA 91506. JUSTIN HARVEY 5437 Romaine St Apt#6, Hollywood, CA 90028. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/24/2011 Signed: Dustin George Harvey, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1228

FICTITIOUS BUSINESS NAME STATEMENT: 2011087320 The following person(s) is/are doing business as: SMILE'S DECORATION & ALTERATIONS 11212-5 Vanowen Blvd, North Hollywood, CA 91606. TERESA SMILE 5754 1/2 Lankershim Blvd, 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: 8/24/2011 Signed: Teresa Smile, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1229

FICTITIOUS BUSINESS NAME STATEMENT: 2011087616 The following person(s) is/are doing business as: BE HUMAN MUSIC 4376 Kraft Ave, Studio City, CA 91604. JAMES BROCK HUMAN 4376 Kraft Ave, Studio City, CA 91604. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/24/2011 Signed: James Brock Human, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name state-

ment expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1230

FICTITIOUS BUSINESS NAME STATEMENT: 2011087078 The following person(s) is/are doing business as: MD MEDICAL CONSULTING 1245 McClellan Dr. #218, Los Angeles, CA 90025. SAM YAMINI, M.D 1245 McClellan Dr. #218, Los Angeles, CA 90025. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/24/2011 Signed: Sam Yamini MD, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1231

FICTITIOUS BUSINESS NAME STATEMENT: 2011087079 The following person(s) is/are doing business as: BANK RESALE 7833 Sepulveda Blvd #A, Van Nuys, CA 91405. LA. LLC 7833 Sepulveda Blvd #A, Van Nuys, CA 91405. 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: 8/24/2011 Signed: Ray Yara, Member. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1232

FICTITIOUS BUSINESS NAME STATEMENT: 2011087080 The following person(s) is/are doing business as: NEW OPEN BOX; NEWOPENBOX; NEWOPENBOX.COM; NEWOPENBOX ONLINE; NEW OPEN BOX ONLINE; NEWOPENBOXONLINE, NEWOPENBOXONLINE.COM 5955 De Soto Ave, Ste-125, Woodland Hills, CA 91367. AZARK INDUSTRIES INC 5955 De Soto Ave, Ste-125, Woodland Hills, CA 91367. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/01/2011 Signed: Mike Azarkman, CEO. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1233

FICTITIOUS BUSINESS NAME STATEMENT: 2011086862 The following person(s) is/are doing business as: COSECAR PUBLISHING 12748 Norris Ave, Sylmar, CA 91340. SERGIO CARDENAS 12748 Norris Ave, Sylmar, CA 91340. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/23/2011 Signed: Sergio Cardenas, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1234

FICTITIOUS BUSINESS NAME STATEMENT: 2011086896 The following person(s) is/are doing business as: ENCINO TRAVEL 4924 Balboa Blvd, Encino, CA 91316. RICKALAN O'RILEY 4924 Balboa Blvd, Encino, CA 91316. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/23/2011 Signed: Rick O'Riley, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1235

FICTITIOUS BUSINESS NAME STATEMENT: 2011086626 The following person(s) is/are doing business as: D&D LAUNDRY 12520 Vanowen St, North Hollywood, CA 91605. DAVID ASHRAFI 17177 Germain St, Granada Hills, CA 91344; DANIEL SCHWEIT 11155 Woodley Ave, Granada Hills, CA 91344. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/23/2011 Signed: David Ashrafi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1236

FICTITIOUS BUSINESS NAME STATEMENT: 2011086626 The following person(s) is/are doing business as: D&D LAUNDRY 12520 Vanowen St, North Hollywood, CA 91605. DAVID ASHRAFI 17177 Germain St, Granada Hills, CA 91344; DANIEL SCHWEIT 11155 Woodley Ave, Granada Hills, CA 91344. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/23/2011 Signed: David Ashrafi, Partner. This statement is filed with the County Clerk of Los Angeles County on: 8/23/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1237

FICTITIOUS BUSINESS NAME STATEMENT: 2011085666 The following person(s) is/are doing business as: SOUTHERN CALIFORNIA PRODUCTS 6660 Woodman Ave #204, Van Nuys, CA 91401. GILBERTO GARCIA B. 6660 Woodman Ave #204, 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: 2006 Signed: Gilberto Garcia B, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et

seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1238

FICTITIOUS BUSINESS NAME STATEMENT: 2011085704 The following person(s) is/are doing business as: WEIGHT LOSS SOLUTIONS; WEIGHT LOSS SOLUTIONS CENTER 4841 Laurel Canyon, Valley Village, CA 91607. SHERMAN OAKS WEIGHT LOSS SOLUTIONS INC 4841 Laurel Canyon, Valley Village, CA 91607. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/22/2011 Signed: Victoria Akopyan, President. This statement is filed with the County Clerk of Los Angeles County on: 8/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1239

FICTITIOUS BUSINESS NAME STATEMENT: 2011085851 The following person(s) is/are doing business as: SOCIALSTOCKS 22315 Macfarlane Dr, Woodland Hills, CA 91364. ELDAH TEHRANI 22315 Macfarlane Dr, 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: 8/22/2011 Signed: Eldad Tehrani, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1240

FICTITIOUS BUSINESS NAME STATEMENT: 2011085850 The following person(s) is/are doing business as: DOMINICAN DANCE SCHOOL; ESCUELA DE BAILE DOMINICANA 20258 Roscoe Blvd Apt #204, Winnetka, CA 91306. NIURKA MENDEZ FIGUEROE 20258 Roscoe Blvd Apt #204, Winnetka, CA 91306. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/22/2011 Signed: Niurka Mendez Figueroe, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1241

FICTITIOUS BUSINESS NAME STATEMENT: 2011085850 The following person(s) is/are doing business as: DOMINICAN DANCE SCHOOL; ESCUELA DE BAILE DOMINICANA 20258 Roscoe Blvd Apt #204, Winnetka, CA 91306. NIURKA MENDEZ FIGUEROE 20258 Roscoe Blvd Apt #204, Winnetka, CA 91306. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/22/2011 Signed: Niurka Mendez Figueroe, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1241

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2011090647
Date Filed: 8/30/2011
Name of Business: MARKET EASY 14325 Foothill Blvd, Sylmar, CA 91342
Registered Owner: RADIK ISMAGILOU 21131 Halldale Ave, Torrance, CA 90501
Current File #20100285957
Date: 3/3/2010
Published: 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011

Allen Yaghoubzadeh
LS021849
15728 Morrison St August
31,2011
Encino, CA 91436

ATTORNEY FOR Allen Yaghoubzadeh

LOS ANGELES SUPERIOR COURT
NORTHWEST DISTRICT-EAST BLDG
6230 Sylmar Ave, Room 1007
Van Nuys, CA 91401

PETITION OF: Allen Yaghoubzadeh/ Shabnam Melamed

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

TO ALL INTERESTED PERSONS:

1. Petitioner: Allen Yaghoubzadeh, Shabnam Melamed
Present name:
Allen Yaghoubzadeh
Proposed name:
Allen Jacobson

2. Petitioner: Shabnam Melamed
Present name:
Shabnam Melamed
Proposed name:
Shabnam Jacobson

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.

NOTICE OF HEARING
Date: OCT 12 2011 Time: 8:30 AM Dept: NW-C
Room:310

3.A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this country , Beverly Hills Weekly.

Date: August 31, 2011 Signed, James A.
Steele, Judge of the Superior Court.

Seyed Canaan Hosseini
LS0218445
17830 Sherman Way Apt #346 Reseda, CA 91335 August
26, 2011

ATTORNEY FOR Seyed Canaan Hosseini

LOS ANGELES SUPERIOR COURT

NORTHWEST DISTRICT-EAST BLDG
6230 Sylmar Ave, Room 1007
Van Nuys, CA 91401

PETITION OF: Seyed Canaan Hosseini

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

TO ALL INTERESTED PERSONS:

1. Petitioner: Seyed Canaan Hosseini
Present name:
Seyed Canaan
Proposed name:
Canaan

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.

NOTICE OF HEARING
Date: OCT 12 2011 Time: 8:30 AM Dept: C
Room:310

3.A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this country , Beverly Hills Weekly.

Date: August 26, 2011 Signed, James A.
Steele, Judge of the Superior Court.

FICTITIOUS BUSINESS NAME STATEMENT: 2011 082347 The following person(s) is/are doing business as: JACK MINI MARKET, 5140 CRENSHAW BLVDUNIT A, LOS ANGELES, CA 90043. JOSEPH FESSAHAYE, 1837 ABBOTTON ST CARSON CA 90746. 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 JOSEPH FESSAYE. 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: 8/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 21139

FICTITIOUS BUSINESS NAME STATEMENT: 2011 082569 The following person(s) is/are doing business as: OASIS TEA HOUSE, 1841 S SAN GABRIEL BLV UNIT E, SAN GABRIEL, CA 91776. MATHEW WEIZHEN SITU, 824 ALPINE ST APT 103 LOS ANGELES CA 90012 EDWIN WU, 604 NEW DEPOT ST APT 2 LOS ANGELES CA. The business is conducted by: a General Partnership. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed MATHEW WEIZHEN SITU. 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: 8/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 21141

FICTITIOUS BUSINESS NAME STATEMENT: 2011 082571 The following person(s) is/are doing business as: HOANG GENERAL SERVICE, 2640 GRIFFIN AVE, LOS ANGELES, CA 90031. CHAN HOANG, 2640 GRIFFIN AVE LOS ANGELES CA 90031. 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 CHAN HOANG. 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: 8/16/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 21140

FICTITIOUS BUSINESS NAME STATEMENT: 2011 090623 The following person(s) is/are doing business as: ABC WIG, 922 S. BALDWIN AVE, ARCADIA, CA 91007. YOUNG KANG, 4457 EARLE AVE ROSEMEAD CA 91770. 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 YOUNG KANG. 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: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 21229

FICTITIOUS BUSINESS NAME STATEMENT: 2011 090648 The following person(s) is/are doing business as: MARKET SEGURA, 6125 S BROADWAY STREET, LOS ANGELES, CA 90003. MARIA SEGURA, 618 E 50TH STREET LOS ANGELES CA 90011. 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 MARIA SEGURA. 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: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 21228

FICTITIOUS BUSINESS NAME STATEMENT: 2011089832: The following person(s) is/are doing business as: LONDONO INCOME TAX. 14449 Victory Blvd. Van Nuys, CA 91401. BERNARDO A. LONDONO. 28326 Atley Ct. Santa Clarita, CA 91350. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Bernardo A. Londono. This statement is filed with the County Clerk of Los Angeles County on: 08/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1194

FICTITIOUS BUSINESS NAME STATEMENT: 2011087075: The following person(s) is/are doing business as: A1 MASSAGE. 15582 Gale Ave. Hacienda Heights, CA 91745. YIHUANG LONG. 18536 Miscal St. Rowland Heights, CA 91748. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Yihuang Long. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 10/6/2011 - 1195

FICTITIOUS BUSINESS NAME STATEMENT: 2011087796: The following person(s) is/are doing business as: E360 MOTORS. 11385 Luddinatton St. Sun Valley, CA 91352. ALIREZA KHALLIFARD. 6433 Topanga Cyn Blvd #127. Woodland Hills, CA 91303. PEJMAN NABATIEN. 18333 Hatteras St #8. 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: N/A. Signed: Pejman Nabatian. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1196

FICTITIOUS BUSINESS NAME STATEMENT: 2011090433: The following person(s) is/are doing business as: MACHINE FEVER INC; NINJAS DON'T USE KEYCHAINS INC. 269 S. Beverly Dr #297. Los Angeles, CA 90212. SURVUVE WEDDING SEASON. 269 S. Beverly Dr #297. Los Angeles, CA 90212. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Pejman Nabatian. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 10/6/2011 - 1197

FICTITIOUS BUSINESS NAME STATEMENT: 2011088853: The following person(s) is/are doing business as: GRANT ACQUISITIONS. 7764 Rosewood Ave. Los Angeles, CA 90036. VICTOR GRANT. 7764 Rosewood Ave. Los Angeles, CA 90036. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Victor Grant. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1198

FICTITIOUS BUSINESS NAME STATEMENT: 2011084996: The following person(s) is/are doing business as: HELLER LAW FIRM. 24025 Park Sorrento #240. Calabasas, CA 91302. STEPHEN HELLER, A PROFESSIONAL CORPORATION. 4567 Tam O'Shatner Dr. Westlake Village, CA 91302. The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Stephen Heller, A Professional Corporation. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1199

FICTITIOUS BUSINESS NAME STATEMENT: 2011094429: The following person(s) is/are doing business as: GVS TRANSPORTATION. 1401 N. Alexanderip. Los Angeles, CA 90027. VIKTORIP BAKKCHEDJIAN. 1401 Alexandria. 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: N/A. Signed: Victor Grant. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1200

FICTITIOUS BUSINESS NAME STATEMENT: 2011094430: The following person(s) is/are doing business as: GUANZI INSTITUTE; WHIZ BANK ZOOM LABS. 409 N Pacific Coast Highway #777. Redondo Beach, CA 90277. ERIK BOWMAN. 808N. Maria Ave. Redondo Beach, CA 90277. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Erik Bowman. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1201

FICTITIOUS BUSINESS NAME STATEMENT: 2011094453: The following person(s) is/are doing business as: R&R ELECTRIC CO. 27662 Haskell Cyn #D. Santa Clarita, CA 91350. RAUL SANCHEZ. 27662 Haskell Cyn #D. Santa Clarita, CA 91350. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Raul Sanchez. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1202

FICTITIOUS BUSINESS NAME STATEMENT: 2011094431: The following person(s) is/are doing business as: THE SOCIAL PROMO. 222 N Catalina St. Burbank, CA 91505. BRANDON J GIBSON. 5425 Blakeslee Ave #455. 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: N/A. Signed: Victor Grant. This statement is filed with the

County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1203

FICTITIOUS BUSINESS NAME STATEMENT: 2011094998: The following person(s) is/are doing business as: OMGRILL. 16649 Sherman Way. Van Nuys, CA 91406. SMJ FREEDOM INC. 638 E. Badillo St #E. Covina, CA 91723.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Smj Freedom Inc. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1204

FICTITIOUS BUSINESS NAME STATEMENT: 2011094999: The following person(s) is/are doing business as: LESLIES HOME DÉCOR. 10438 Jordan Ave. Chatsworth, CA 91311. LESLIE HANOPULUS. 10438 Jordan Ave. 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: N/A. Signed: Victor Grant. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1205

FICTITIOUS BUSINESS NAME STATEMENT: 2011095000: The following person(s) is/are doing business as: CARS REGISTRATION SERVICE. 8700 Reseda Blvd #212. Northridge, CA 91325. ALEXANDER MALKIS. 5516 W. 6th St. Los Angeles, CA 90036.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Victor Grant. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1206

FICTITIOUS BUSINESS NAME STATEMENT: 2011095001: The following person(s) is/are doing business as: AMERICAN HOME FINANCIAL; LOSS MITIGATION SUPPORT. 18327 Kevin Court. Northridge, CA 91325. CECILIA DAVICCO. 18327 Kevin Court. 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: N/A. Signed: Cecilia Davicco. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1207

FICTITIOUS BUSINESS NAME STATEMENT: 2011094301: The following person(s) is/are doing business as: V&G COMPUTERS. 7433 Van Nuys Blvd. Van Nuys, CA 91405. GILMA CONSUELO SANCHEZ. 7231 Katherine Ave. Van Nuys, CA 91405.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Gilma Consuelo Sanchez. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1208

FICTITIOUS BUSINESS NAME STATEMENT: 2011094303: The following person(s) is/are doing business as: KINGDOM INDUSTRY. 15014 Magnolia Blvd #5. Sherman Oaks, CA 91403. MRKD LLC. 15014 Magnolia Blvd #5. Sherman Oaks, CA 91403. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Mrkd Lic. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1209

FICTITIOUS BUSINESS NAME STATEMENT: 2011094736: The following person(s) is/are doing business as: GREAT BLESSING RECYCLING II. 7548 Woodley Ave. Van Nuys, CA 91406. MARIA D. HERADOR. 12817 Kamloops St. Pacoima, 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: N/A. Signed: Maria Herador. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1210

FICTITIOUS BUSINESS NAME STATEMENT: 2011094497: The following person(s) is/are doing business as: HATS HUT. 2148 Glendale Galleria. Glendale, CA 91210. SIDDIQR RAHMAN. 14323 Sylvan St #219. Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Siddiqur Rahman. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1211

FICTITIOUS BUSINESS NAME STATEMENT: 2011094458: The following person(s) is/are doing business as: A.C.T BOOKKEEPING SERVICES. 29516 Abelia Rd. Santa Clarita, CA 91387. THOMAS M CHRISTENSEN. 29516 Abelia Rd. Santa Clarita, CA 91387.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Thomas M Christensen. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1212

FICTITIOUS BUSINESS NAME STATEMENT: 2011095409: The following person(s) is/are doing business as: LOS ANGELES POOLS. 24345 Mulholland Hwy. Calabasas, CA 91302. ROCK SOLID TILE INC. 24345 Mulholland Hwy. Calabasas, CA 91302. .The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Rock Solid Tile Inc. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1213

FICTITIOUS BUSINESS NAME STATEMENT: 2011095094: The following person(s) is/are doing business as: DIRTY HIPPIE LLC. 5650 Fair Ave #12. North Hollywood, CA 91601. DIRTY HIPPIE LLC. 5650 Fair Ave 312. North Hollywood, CA 91601.The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Dirty Hippie LLC. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1214

FICTITIOUS BUSINESS NAME STATEMENT: 2011095030: The following person(s) is/are doing business as: HOLY FAMILY HOSPICE. 7840 Foothill Blvd #E. Sunland, CA 91040. ARSEN TCHAKHLASSIAN. 805 E Chevy Chase #4. Glendale, CA 91205.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Arsen Tchakhlassian. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1215

FICTITIOUS BUSINESS NAME STATEMENT: 2011096001: The following person(s) is/are doing business as: CCLASS AUTO CLUB. 11858 Killmore Ave. Northridge, CA 91326. TIMOTHY C TANG. 11858 Killmore Ave. 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: N/A. Signed: Timothy C Tang. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1216

FICTITIOUS BUSINESS NAME STATEMENT: 2011096224: The following person(s) is/are doing business as: MOSSIC NETWORK SOLUTIONS. 709 N Glendale Ave. Glendale, CA 91206. MESROP SAAKYAN. 709 N Glendale Ave. Glendale, CA 91206.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Mesrop Saakyan. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1217

FICTITIOUS BUSINESS NAME STATEMENT: 2011096259: The following person(s) is/are doing business as: LA FOFATA. 9401 Sepulveda Blvd. North Hills, CA 91343. LIZETTE L MENDEZ. 9555 Woodman Ave #12. Arleta, CA 91331.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Lizette L Mendez. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1218

FICTITIOUS BUSINESS NAME STATEMENT: 2011093149: The following person(s) is/are doing business as: MISS&MISTER WORLD USA. 5711 La Mirada Ave #3. Los Angeles, CA 90038. ABRAM SARGSYAN. 5711 La Mirada Ave #3. Los Angeles, CA 90038. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Abram Sargsyan. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1219

FICTITIOUS BUSINESS NAME STATEMENT: 2011097053: The following person(s) is/are doing business as: SALAMANCA AUCTIONS. 1815 Fern Ln. Glendale, CA 91208. ROBERT SHATKIAM. 1815 Fern Ln. Glendale, CA 91208. HRIPSIK HELEN SHATKIAM. 1815 Fern Ln. Glendale, CA 91208.The business is conducted by: HUSBAND&WIFE. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Robert Shatkian. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office

of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1220

FICTITIOUS BUSINESS NAME STATEMENT: 2011094427: The following person(s) is/are doing business as: CALIFORNIA ASSOCIATION OF COLLEGE PLANNERS; CALIFORNIA ASSOCIATION OF COLLEGE PLANNING PROFESSIONALS; CALIFORNIA COLLEGE PLANNING ASSOCIATION; CALIFORNIA ASSOCIATION OF COLLEGE PLANNING PROFESSIONALS; CALIFORNIA COLLEGE PLANNING FOUNDATION; CALIFORNIA FOUNDATION FOR COLLEGE PLANNERS; CALIFORNIA ALLIANCE OF COLLEGE PLANNING PROFESSIONALS; CALIFORNIA SOCIETY OF COLLEGE PLANNING PROFESSIONALS; CALIFORNIA SOCIETY OF COLLEGE PLANNERS; CALIFORNIA COALITION OF COLLEGE PLANNERS; CALIFORNIA COALITION OF COLLEGE PLANNING PROFESSIONALS; CALIFORNIA LEAGUE OF COLLEGE PLANNERS; CALIFORNIA LEAGUE OF COLLEGE PLANNING PROFESSIONALS; CALIFORNIA FEDERATION OF COLLEGE PLANNERS; CALIFORNIA FEDERATION OF COLLEGE PLANNING PROFESSIONALS; CALIFORNIA COLLEGE PLANNERS GUILD; CALIFORNIA ASSOCIATION FOR HIGHER EDUCATION; CALIFORNIA HIGHER EDUCATION ASSOCIATION; CALIFORNIA COLLEGE PLANNING SOMMISSION; CALIFORNIA COLLEGE COMMISSION; COLLEGE COMMISSION; CALIFORNIA HIGHER EDUCATION COMMISSION; CALIFORNIA PARENT YOUTH ORGANIZATION; CALIFORNIA PARENT YOUTH COMMISSION; CALIFORNIA PARENT STUDENT COMMISSION; CALIFORNIA PARENT STUDENT ORGANIZATION; CALIFORNIA EDUCATION COMMISSION. VAHE MIKHAIL. 4111 West Alameda Ave #504. Burbank, CA 91505.The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Vahe Mikhail. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 – 1221

FICTITIOUS BUSINESS NAME STATEMENT: 2011060787: The following person(s) is/are doing business as: FAST SERVICE TRAPPING. 3483 Camino De La Cambre. Sherman Oaks, CA 91423. MENTAL MUSIC PRODUCTIONS INC. 3483 Camino De La Cambre. Sherman Oaks, CA 91423.The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Mental Music Productions, Inc. This statement is filed with the County Clerk of Los Angeles County on: 07/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/ 2011, 10/6/2011 1065

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME STATEMENT: 2011 090875 Original file # 2011 090874 The following person(s) have abandoned the use of the business name: THE TAX AND LEGAL SERVICES, 23918 PALOMINO DR, DIAMOND BAR, CA 91765. The fictitious business name was filed on: 1/21/2010 The full name and residence of the registrant (s) abandoning is: JIM LIU, 23918 PALOMINO DR DIAMOND BAR CA 91765. The business was conducted by: an Individual. Signed JIM LIU. 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: 8/30/2011. Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 813

FICTITIOUS BUSINESS NAME STATEMENT: 2011 087075 The following person(s) is/are doing business as: A1 MASSAGE, 15582 GALE AVE, HACIENDA HEIGHTS, CA 91745. YIHUANG LONG, 18536 MISCAL ST HACIENDA HEIGHTS CA 91748. 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 YIHUANG LONG. 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: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 21278

FICTITIOUS BUSINESS NAME STATEMENT: 2011 090770 The following person(s) is/are doing business as: SECURE INSPECTIONS, 1304 W 2ND ST # 452, LOS ANGELES, CA 90026. SANCO GRANT III, 1304 W 2ND ST # 452 LOS ANGELES CA 90026. 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 SANCO GRANT III. 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: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 21230

FICTITIOUS BUSINESS NAME STATEMENT: 2011 090809 The following person(s) is/are doing business as: AMERICAN OF INTERNATIONAL AROMA HOLISTIC ASSOCIATION, 385 SOUTH LEMON AVE # 177, WALNUT, CA 91789. KATE MO, 385 SOUTH LEMON AVE # E177 WALNUT CA 91789. 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 KATE MO. 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: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 21232

FICTITIOUS BUSINESS NAME STATEMENT: 2011 090814 The following person(s) is/are doing business as: AROMA BLENDING INSTITUTE, 385 SOUTH LEMON AVE # E 177, WALNUT, CA 91789. KATE MO, 385 SOUTH LEMON AVE # 177 WALNUT CA 91789. 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 KATE MO. 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: 8/30/2011. NOTICE - This fictitious name statement expires five years from the

date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 21231

Allen Yaghoubzadeh LS021849
15725 Morrison St August 31,2011
Encino, CA 91436

ATTORNEY FOR Allen Yaghoubzadeh

LOS ANGELES SUPERIOR COURT
NORTHWEST DISTRICT-EAST BLDG
6230 Sylmar Ave, Room 1007
Van Nuys, CA 91401

PETITION OF: Allen Yaghoubzadeh/ Shabnam Melamed

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

TO ALL INTERESTED PERSONS:

1. Petitioner: Allen Yaghoubzadeh
Present name:
Allen Yaghoubzadeh
Proposed name:
Allen Jacobson

2. Petitioner: Shabnam Melamed
Present name:
Shabnam Melamed
Proposed name:
Shabnam Jacobson

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.

NOTICE OF HEARING
Date: OCT 12 2011 Time: 8:30 AM Dept: NW-C
Room:310

3.A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this country , Beverly Hills Weekly.

Date: August 31, 2011 Signed, James A. Steele,
Judge of the Superior Court.

NOTICE OF TRUSTEE'S SALE TS # CA-11-436809-LL Order #: 110177212-CA-LPI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 3/1/2005. 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): DAVID PARRY , A SINGLE MAN Recorded: 3/8/2005 as Instrument No. 05 0520939 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 9/26/2011 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: \$807,633.83 The purported property address is: 9828 EASTON DRIVE (BEVERLY HILLS AREA) L.A., CA 90210 Assessor's Parcel No. 4383011004 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, 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. 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 Mortgagee, the Mortgagee, or the Mortgagee's Attorney. Date: 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 Ext. 3704 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 holders right's 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# 4065007 09/01/2011, 09/08/2011, 09/15/2011

NOTICE OF PETITION TO ADMINISTER ESTATE OF:
LIZZI ROTHENSTREICH

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

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

THE PETITION FOR PROBATE requests that LEETAL SCHWARTZ 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 with limited authority. (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: 10/04/11 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
LEANNE E. MAILLIAN - SBN 80360
16530 VENTURA BLVD. STE 404
ENCINO CA 91436
9/1, 9/8, 9/15/11
CNS-2164151#



County of Los Angeles Department of
the Treasurer and Tax Collector

Notice of Divided Publication

Pursuant to Sections 3702, 3381, and 3382, Revenue and Taxation Code, the Notice of Sale of Tax Defaulted Property Subject to the Power of Sale in and for the County of Los Angeles, State of California has been divided and distributed to various newspapers of general circulation published in said County for publication of a portion thereof, in each of the said newspapers.

Public Auction Notice (R&TC 3702)
Of Sale Of Tax-Defaulted Property Subject To
The Power Of Sale (Sale No. 2011A)

Whereas, on July 5, 2011, I, MARK J. SALADINO, Treasurer and Tax Collector was directed by the Board of Supervisors of Los Angeles County, State of California to sell at public auction certain tax-defaulted properties which are Subject to the Power of Sale. Public notice is hereby given that unless said properties are redeemed prior thereto, I will, on October 17 and 18, 2011, at the hour of 9:00 a.m. at the Fairplex Los Angeles County Fairgrounds, 1101 W. McKinley Avenue, Building 8, Pomona, California, offer for sale and sell said properties at public auction to the highest bidder for cash or cashier's check in lawful money of the United States for not less than the minimum bid. If no bids are received on a parcel, it will be re-offered at the end of the auction at a reduced minimum price.

The minimum bid for each parcel is the total amount necessary to redeem, plus costs, as required by Section 3698.5 of the Revenue and Taxation Code.

Prospective bidders should obtain detailed information of this sale from the County Treasurer and Tax Collector. Pre-registration and a \$5,000 deposit in the form of cash, cashier's check or bank issued money order is required at the time of registration. No personal checks, two-party checks or business checks will be accepted for registration. Registration will be from 8:00 a.m. to 5:00 p.m., starting Tuesday, September 6, 2011, at the Treasurer and Tax Collector's Office located at 225 North Hill Street, Room 130, Los Angeles, California, and will end on Friday, September 30, 2011, at 5:00 p.m.

If the property is sold, parties of interest, as defined by Section 4675 of the Revenue and Taxation Code, have a right to file a claim with the County for any proceeds from the sale, which are in excess of the liens and costs required to be paid from the proceeds. If excess proceeds result from the sale, notice will be given to parties of interest, pursuant to law.

All information concerning redemption, provided the right to redeem has not previously been terminated, will upon request be furnished by MARK J. SALADINO, Treasurer and Tax Collector.

If redemption of the property is not made according to the law before 5:00 p.m. on Friday, October 14, 2011, which is the last business day prior to the first day of auction, the

right of redemption will cease.

The Assessor's Identification Number (AIN) in this publication refers to the Assessor's Map Book, the Map Page, and the individual Parcel Number on the Map Page. If a change in the Assessor's Identification Number occurred, both prior and current Assessor's Identification Numbers are shown. An explanation of the parcel numbering system and the maps referred to are available from the Office of the Assessor located at 500 West Temple Street, Room 225, Los Angeles, California 90012.

A list explaining the abbreviations used in this publication is on file in the Office of the Treasurer and Tax Collector, 225 North Hill Street, Room 130, Los Angeles, California 90012, or telephone 1(213) 974-2045.

I certify under penalty of perjury that the foregoing is true and correct. Executed at Los Angeles, California, on August 8, 2011.

MARK J. SALADINO
Los Angeles County
Treasurer and Tax Collector
State of California

The real property that is subject to this notice is situated in the County of Los Angeles, State of California, and is described as follows:

PUBLIC AUCTION NOTICE OF SALE OF TAX-DEFAULTED PROPERTY SUBJECT TO THE POWER OF SALE(SALE NO. 2011A)

1905 AIN 4331-018-007 SPITZER PROPERTIES LLC C/O RONI SPITZER LOCATION COUNTY OF LOS ANGELES \$113,848.00

1909 AIN 4348-003-014 SONI HOLDINGS BEVERLY HILLS LLC C/O THE SONI LAW FIRM LOCATION COUNTY OF LOS ANGELES \$566,612.00

1911 AIN 4350-013-015 AREVALO,RAFAEL A AND BLANCA I LOCATION COUNTY OF LOS ANGELES \$1,274.00

1914 AIN 4355-009-016 SUMMITRIDGE II LLC LOCATION COUNTY OF LOS ANGELES \$131,286.00

1915 AIN 4357-009-015 GROTHJAHN,CHRISTOPHER LOCATION COUNTY OF LOS ANGELES \$24,101.00

1933 AIN 4382-011-010 ROBOTHAM,GEORGE N LOCATION COUNTY OF LOS ANGELES \$9,033.00

1934 AIN 4383-006-030 MORGAN,LANITA LOCATION COUNTY OF LOS ANGELES \$9,213.00

1952 AIN 4386-017-022 STEINBERG,ALVIN A TR ET AL ALVIN A STEINBERG TRUST AND FURST,ELFIE J LOCATION COUNTY OF LOS ANGELES \$1,448.00

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 736290CA Loan No. 3063179745 Title Order No. 3206-238993 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 06-30-2006. 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 PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 10-06-2011 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 07-11-2006, Book , Page , Instrument 06 1521076, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: HOUMAN DARDASHTI AND, GLENDA DARDASHTI, HUSBAND AND WIFE AS COMMUNITY PROPERTY WITH RIGHT OF SURVIVORSHIP, 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 118 OF TRACT NO. 4988, IN THE CITY OF BEVERLY HILLS, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 54, PAGES 98 AND 99 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. Amount of unpaid balance and other charges: \$1,184,090.75 (estimated) Street address and other common designation of the real property: 161 N WILLAMAN DR BEVERLY HILLS, CA 90211 APN Number: 4334-012-070 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the

borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 09-01-2011 CALIFORNIA RECONVEYANCE COMPANY, as Trustee CASEY KEALOHA, ASSISTANT SECRETARY CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. California Reconveyance Company 9200 Oakdale Avenue Mail Stop: CA2-4379 Chatsworth, CA 91311 800-892-6902 For Sales Information: (714) 730-2727 or www.lpsasap.com (714) 573-1965 or www.priorityposting.com ASAP# 4082753 09/08/2011, 09/15/2011, 09/22/2011

FILE NO. 2011 084955
FICTITIOUS BUSINESS NAME STATEMENT
TYPE OF FILING: ORIGINAL
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1.) 4SERVICE INFORMATION TECHNOLOGY CO.2.) 4SERVICE CLOUD COMPUTING CO., 5805 SEPULVEDA BLVD #700, SHERMAN OAKS, CA 91411; MAILING ADDRESS: P.O. BOX 870, PACIFIC PALISADES, CA 90272 county of: LOS ANGELES. The full name of registrant(s) is/are: LANDMARK PROPERTIES MANAGEMENT GROUP LLC, 5805 SEPULVEDA BLVD #700, SHERMAN OAKS, CA 91411. This Business is being conducted by a/an: A LIMITED LIABILITY COMPANY. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). /s/ LANDMARK PROPERTIES MANAGEMENT GROUP LLC BY: ORIE RECHTMAN, MANAGER
This statement was filed with the County Clerk of LOS ANGELES County on AUG 19 2011 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA1039712 BH WEEKLY 9/8, 15, 22, 29, 2011

NOTICE OF PETITION TO ADMINISTER ESTATE OF MARILYN MACDONALD aka MARILYN M. WINTHROP Case No. BP130623

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of MARILYN MACDONALD aka MARILYN M. WINTHROP

A PETITION FOR PROBATE has been filed by City National Bank, a national banking association in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that City National Bank, a national banking association be appointed as personal representative to administer the estate of the decedent.

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

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

A HEARING on the petition will be held on Oct. 11, 2011 at 8:30 AM in Dept. No. 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 deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.
Attorney for petitioner:
CAROL A JOHNSTON ESQ
SBN 90549
KATTEN MUCHIN ROSENMAN LLP
2029 CENTURY PARK EAST
STE 2600
LOS ANGELES CA 90067

AN UNCODIFIED ORDINANCE OF THE CITY OF BEVERLY HILLS EXTENDING THE TERM OF ONE MEMBER OF THE ARCHITECTURAL COMMISSION (FRAN COHEN)

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

Section 1. The City Council finds:

1.1 In accordance with the provisions of the Beverly Hills Municipal Code, the City Council duly appointed Fran Cohen to the Architectural Commission ("Commission") on August 3, 2005, to serve an initial term of two (2) years.

1.2 In accordance with the provisions of the Beverly Hills Municipal Code, the City Council duly reappointed Commissioner Fran Cohen to a second term such that she would serve an additional four (4) years. Therefore, Commissioner Cohen's term expires on August 2, 2011.

1.3 Pursuant to Section 2-2.105(b), Architectural Commissioners who serve two (2) successive terms are not eligible for reappointment to the Commission, and, accordingly, Commissioner Cohen may not be reappointed to serve on the Commission.

1.4 The City Council desires to match Commissioner Cohen's term expiration with those of two other retiring commissioners. This would permit the future reduction of the Architectural Commission from seven to five members, while allowing all current members to complete their terms.

1.5 The City Council duly considered this matter at a noticed public meeting and finds that it would be in the best interest of the City to extend the term of Commissioner Cohen on the Commission to July 11, 2012.

Section 2. Notwithstanding the provisions of Section 2-2-105 of the Beverly Hills Municipal Code, the term of Commissioner Cohen shall be extended to July 11, 2012.

Section 3. To the extent necessary, this Ordinance amends the provisions of Beverly Hills Municipal Code, Title 2, Chapter 2, Article 1 to allow the City Council to extend the term of the Architectural Commissioner designated herein under the circumstances described in this Ordinance.

Section 4. The City Clerk shall cause this Ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage, in accordance with Section 36933 of the Government Code; shall certify to the adoption of this Ordinance and shall cause this Ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Section 5. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

Adopted: September 8, 2011
Effective: October 9, 2011

BARRY BRUCKER
Mayor of the City of
Beverly Hills, California

ATTEST:
BYRON POPE (SEAL)
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:
JEFFREY KOLIN
City Manager

SUSAN HEALY KEENE
Director of Community Development

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

CLASSIFIEDS

To place your ad, call
310-887-0788

100-199 Announcements

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

200-299 Services

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
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246-Hauling
248-Internet Services
250-Iron Work
252-Janitorial
254-Landscaping
255-Legal Services
256-Locksmith
258-Moving/Storage

LEGEND

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
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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

100- ANNOUNCEMENTS

Enjoy the rewarding cultural experience of hosting International Students with Kaplan International Center Westwood! Compensation provided. Interested Host Families Please Call (310) 824-6941

ADVERTISE YOUR AUCTION in 240 California newspapers for one low cost of \$550. Your 25 word classified ad reaches over 6 million+ Californians. Free brochure call Elizabeth (916)288-6019. (Cal-SCAN)

ATTENTION AUCTIONEERS! California State Auctioneers Association 43rd Annual Convention, October 20-23, San Diego. Auction professionals and companies are invited to join us www.CAAuctioneers.org Call 626-59-IM-BID (626-594-6243). (Cal-SCAN)

115- CEMETERY

Beth Olam Jewish cemetery, Single Crypt. Hall of David Upper level. \$12,000, price includes lifetime care and transfer of title. (818) 884-7884

Eden Memorial park Mission Hills, CA. 1 plot in Mount of Olive Center. Plot # 1622H Beautiful location. Valued @ \$11,500k selling for \$8,500k (818) 700-1204

Two upper & lower crypts in Sanctuary of Faith Hall of Forest Lawn Cypress. Crypt Numbers: 1577 A&B. Total value as of 7/13/11, \$16,000, includes transfer fees payable to Forest Lawn. Selling for \$14,000/OBO. (562) 209-2832

One burial space at Forest Lawn Cypress. Located in Memories Section, Lot 338, Space 2. The cemetery list price for space is about \$4000+ and owner is asking \$2900 or best offer for space. (714) 546-8724 or (714) 883-7203

One burial space at Forest Lawn Cypress. Located in Memories Section, Lot 338, Space 2. The cemetery list price for space is about \$4000+ and owner is asking \$2900 or best offer for space. (714) 546-8724 or (714) 883-7203

FOREST LAWN CYPRESS- 1 double plot in Everlasting Hope. Endowment & transfer fees included \$6,500/obo (925)683-4345

Forest Lawn, Hollywood Hills 5 companion plots in section Ascending Dawn. \$7500 each OBO. Heather (914) 273-8814

Companion Lawn Crypt in Forest Lawn, Hollywood Hills, in the sold out section Court of Remembrance. I am told by Forest Lawn that it is a very good section. We would like to sell it quickly. (818) 261-6931

Forest Lawn Hollywood Hills. 1 burial space in Enduring Faith, Lot # 3922, Space 3, Asking: \$3,300. Call Stan or Judy 310-510-2319

Forest Lawn Hollywood Hills, 6 garden plots, Loving Kindness Section. Lot 9968 Spaces 1, 2, 3, and 4 & Lot 9969 Spaces 3 and 4. Spaces near Old North Church. Each space \$4,900, preferable to be sold in pairs, but individually acceptable as well. Daytime: (818).456.6815 and Evening: (818).399.0833

Cemetery Property in Forest Lawn Hollywood Hills. Court of Valor. \$4,500. Call Elizabeth at (951) 231-8542

Forest Lawn- One burial space located in Enduring Faith, Lot 1915, Space 1. Asking \$3800. (707) 889-3234, Spencer C. Martin.

Forest Lawn Hollywood Hills Companion Plot in Lincoln Terrace in the Tudor Family section 80 (520) 578-6399 pp

Forest Lawn Hollywood Hills Companion Lawn Crypt in Ascending Dawn Lot 5716 #3A-B Value \$12,650 Reduced to \$10,500 (435) 216- 2569

Green Hills Memorial Park, Rancho Palos Verdes. Beautiful Harbor view area. 4 adjacent plots. \$7k each. (310) 548-4147

Hillside Memorial Park DBL stacked plot in "Court of Love" Space 342 A & B (Sold out section) Includes: Endowment. List Price: \$27, 400. Sell For: \$16,500 Call Ron (858).349.9795

Single wall crypt at Mount Sinai Memorial Park at Heart Level in Court of Psalms #43139. Beautiful Location. Will see for \$3,500 and seller will pay transfer document fees. (949) 588-8669.

Mount Sinai Memorial Park. Hollywood Hills, CA. For sale 2 side-by-side spaces at Gardens of Ramah lot 1543. Beautiful Sold out section. \$17, 500. (323) 428-6697.

Four Plots at Oakdale Memorial Park - Garden of Devotion. Cemetery prices are \$4,995 each. Asking \$10,000 for all four plots O.B.O. Donald Slone (479) 675-5117.

Two burial spaces at Oakdale Memorial Park. Located in Section G, Lott 223, Companion Lawn crypt 32. Owner is asking \$4,000 for this companion lawn crypt unit. Deed fee will be paid for by seller. (352) 350-7144

Two burial spaces at Oakdale Memorial Park. Located in Section G, Lot 223, Companion Lawn crypt 32. Owner is asking \$4,000 for this companion lawn crypt unit. Deed fee will be paid for by seller. (352) 350-7144

Pacific View Memorial Park New Port. 2 person crypt-Sunset Garden Court. \$20k. (949)378-5629.

Pacific View plot in Sea View facing the ocean. Section 1292, Plot D, double plot RETAIL: \$23,000 ASKING: \$18,00 OBO (949).673.4533

Pacific View Memorial Park- SEA VIEW. 1407 Space C. \$7,500. Call (714)-390-6905 or (714)968-7621

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