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Issue 647 • February 23 - February 29, 2012

Shahs of Sunset

Bravo's new reality show puts Beverly Hills' Persian community in the spotlight, but will it be too stereotypical?



A Weekly exclusive • pages 8-9



letters & email

“Planning Commission considers flexibility for projects at Gateway site” [Issue #646]

Your coverage of the Planning Commission’s February meeting accurately reflects the balance of concerns that is the essence of urban planning: encouraging creative use of the land while safeguarding the public interest by regulating development. As the Commissioners finalize a zoning overlay for the Western Gateway (next to be heard on March 22) we should pay attention to how new regulations will impact non-motor mobility in Beverly Hills.

The Commissioners have focused mostly on the local aspects of the project such as

permitted uses, intensity of development, building height and parking. As proposed, the regulations would allow medium-density development of commercial, hospitality, and museum uses. For the Starbucks site (the only project before the commission) the new zone would allow development to rise to 65 feet from the Santa Monica South curb.

Because no nearby homeowners provided input, the Commission enjoyed a free hand in shaping these aspects of the new overlay zone.

But the Commission debate also focused on transportation and with good reason: Wilshire & Santa Monica is already a “failing” intersection (according to traffic engineering standards) and a number of new projects nearby will further burden it (without sufficient mitigation). Yet the General Plan identifies as a goal a reduction in congestion and an increase in local and regional traffic flow. The Plan specifically calls for “multi-modal districts” served by “frequent transit service [and] enhanced

pedestrian and bicycle systems” in order to relieve congestion and reduce air pollution and energy consumption.

Non-motor mobility is key to making the Gateway area function, yet lost in the Commission’s discussion was provision for anything other than auto-mobility. As proposed, the overlay zone for transportation-zoned land and adjacent commercial parcels identifies a very narrow, minimum 10-foot setback along Santa Monica North.

That’s great for developers but not so good for the community: setbacks on the Hilton project across the boulevard are only five feet from the property line, meaning that the proposed overlay zone might further pinch the corridor to preclude future active transportation and mass transit mobility opportunities.

Our General Plan addresses local and regional multi-modal mobility goals because we understand that we cannot continue to rely solely on the automobile for transportation if we’re to meet established targets for reduced congestion. Instead we have to look to new ways of getting around and that will mean embracing, not rejecting, active transportation opportunities like travel by foot and bike. Our plans say as much.

Now our official policies should reflect those noble goals too.

Mark Elliot
Better Bike Beverly Hills

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

Cover story photo credit: NBCUniversal
Front cover, left to right: Reza Farahan, Asa Soltan Rahmati, Mike Shouhed, Sammy Younai, Mercedes “MJ” Javid, Golnesa “GG” Gharachedaghi

Inside Beverly Hills—BHTV10
Inside Beverly Hills, moderated by columnist Rudy Cole, will next air on Feb. 23 at 3:30, Feb. 24 at 10 p.m., and Feb. 27 at 6 p.m. about Beverly Hills Chamber of Commerce; Feb. 23 at 10 p.m. about the Westside Subway Extension; Feb. 24 at 6:30 p.m. about Beverly Hills Fire Department; Feb. 27 at 8 p.m., Feb. 28 at 6 p.m., and Feb. 29 at 5 p.m. about Beverly Hills Then & Now; Feb. 28 at 9 p.m. about the Fine Art Commission; and Feb. 29 at 9 p.m. about Former Mayors.



Photo: Beverly Hills Historic Preservation Facebook group

BLAST FROM THE PAST WILSHIRE BLVD.

Wilshirmart, photographed in 1935, was located on the southwest corner of Wilshire Boulevard and Doheny Drive, where the 9100 Wilshire office building stands today. More historic photos like this are available at facebook.com/BeverlyHillsHistoricPreservation. For the story, see page 7.



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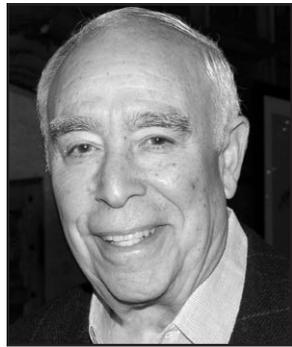


OUR DATA SPEAKS VOLUMES



briefs

City introduces Rosenzweig as Centennial Celebration Committee chair



Dick Rosenzweig

In recognition of the City of Beverly Hills' 100th anniversary, the City is planning an 18-month centennial celebration that will kick off in Summer 2013 and continue until the end of 2014.

On Tuesday afternoon, the City Council introduced Dick Rosenzweig as the chair of the 100th Anniversary Committee that

will work with Mayor Barry Brucker, Councilmember Lili Bosse, and City staff to plan the celebration.

Rosenzweig is president of the Wallis Annenberg Center for the Performing Arts and retired executive vice president of Playboy Enterprises. His civic involvement includes serving as a Conference & Visitors Bureau board member and Citizens Budget Review Committee member, and past president of both the Chamber of Commerce and CVB.

"We have many, many ideas and we will be looking to every area of the community, the residents, the hoteliers, the restaurateurs, everyone in the community who would like to be involved in this celebration," Rosenzweig said.

Rosenzweig highlighted a number of celebratory events the committee is considering, including a Happy Birthday Beverly Hills concert at the Saban Theatre in Summer 2013, a film festival at the Academy of

Motion Picture Arts & Sciences featuring movies filmed in Beverly Hills, and a display of historical photos in the Beverly Hills Library. The events taking place in 2013 will be a "drum roll" leading up to the celebration of Beverly Hills' centennial year during 2014, Rosenzweig said.

The City has allocated \$250,000 for the celebration from the current fiscal year's tourism and marketing budget, with the expectation a similar amount will be allocated in the next two fiscal years during the City Council's budget process. For additional funding, the City is considering establishing a corporate sponsorship program with help from Argus Group, a consultant that would reach out to potential sponsors.

The City also plans to develop a merchandising program through its branding agreement with William Morris Endeavor, and a

100th anniversary logo.

Councilmember John Mirisch said he was interested in obtaining additional greenspace to inaugurate a centennial park and also involve the new Cultural Heritage Commission in disseminating Beverly Hills' history as part of the celebration.

Bosse thanked Brucker for selecting Rosenzweig as chair.

"Dick, there's nobody in this community that is more respected than you," Bosse said. "As Dick said, this is something that is global. This is going to be the biggest thing that's ever happened to our city. I can assure you that this is a community event everybody on some level is going to want to be part of."

The City is seeking volunteers and ideas. Call (310) 285-1035 or sign up at www.beverlyhills.org/100thAnniversary.

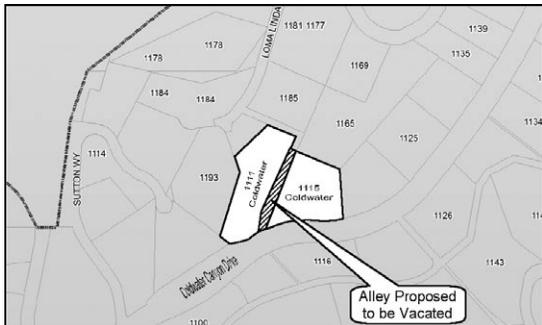
briefs cont. on page 4



NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the Council of the City of Beverly Hills, at its meeting to be held on **Tuesday, March 6, 2012, 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:

AN AMENDMENT TO THE MASTER PLAN OF STREETS, ALLEYS, AND HIGHWAYS AND ORDERING THE VACATION OF AN ALLEY LOCATED BETWEEN 1111 AND 1115 COLDWATER CANYON DRIVE PURSUANT TO SECTION 8300 ET SEQ. OF THE STREETS AND HIGHWAYS CODE.



This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and the project qualifies for a categorical exemption pursuant to Section 15301(c) (Class 1) of the Guidelines. Specifically, the proposed project would result in minor changes to the City's existing circulation system by vacating a small segment of existing alley. The vacation will not impact circulation patterns and will not cause any expansion of the existing system.

At the public hearing, the City Council will hear and consider all comments. All interested persons are invited to attend and speak on this matter. 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.

Please note that if you challenge the Council's action in regards 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 public hearing.

If there are any questions regarding this notice, please contact Ryan Gohlich, Associate Planner in the Beverly Hills Community Development Department at 310.285.1194 or rgohlich@beverlyhills.org. A copy of the categorical exemption and proposed plans are on file in the Community Development Department and can be reviewed by any interested person at 455 N. Rexford Drive, Beverly Hills, California 90210.

BYRON POPE, CMC
City Clerk



NOTICE OF PUBLIC HEARING

The City Council of Beverly Hills, at its regular meeting to be held on **Tuesday, March 6, 2012, at 7:00 p.m.**, or as soon after as the matter is heard, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210, will hold a public hearing to consider:

AN ORDINANCE OF THE CITY OF BEVERLY HILLS EXTENDING INTERIM ORDINANCE 11-O-2608 PROHIBITING HIGH IMPACT CONVENIENCE STORES UNLESS SPECIFICALLY APPROVED BY THE CITY, AND DECLARING THE URGENCY THEREOF.

This Ordinance would extend the prohibition on the establishment of new high impact convenience stores as defined in the ordinance, unless the City is able to make specific findings to assure the use would not affect the surrounding neighborhoods in a negative manner.

As required by Government Code Section 65858(d), the City will issue a written report regarding the interim ordinance. The report will be available at the City Library at 444 N Rexford Drive, and in City Hall at the City Clerk's Office and Permit Counter at 455 N Rexford Drive ten (10) days prior to the date of this public hearing.

This Ordinance has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. It can be seen with certainty that there is no possibility that the adoption and implementation of the Interim Ordinance or extension thereof may have a significant effect on the environment. The extension of the Interim Ordinance does not authorize construction and, in fact, imposes greater restriction on certain development in order to protect the public health, safety and general welfare. This extension is therefore exempt from the environmental review requirements of CEQA pursuant to Section 15061(b) (3) of Title 14 of the California Code of Regulations.

All interested persons are invited to attend and speak on this matter. Written comments may also be submitted and should be addressed to the Community Development Department, c/o Planning Services, 455 N. Rexford Drive, 1st Floor, Beverly Hills, CA 90210. All written comments should be received prior to the public hearing.

Please note that if you challenge the Council's action in court, you may be limited to raising only those issues you or someone else raised at the hearing before the City Council, or in written correspondence delivered to the City, either at or prior to the hearing.

If there are any questions regarding this notice, please contact Peter Noonan, AICP, Associate Planner, Community Development Department, Planning, at 310.285.1127 or pnoonan@beverlyhills.org. The case file, including a copy of the proposed ordinance, is available for review in the Community Development Department/Planning Services Section, 1st Floor, 455 N. Rexford Drive, Beverly Hills, California.

BYRON POPE, CMC
City Clerk

“The Crescent” slated to become short-term housing



155 North Crescent Drive

Korman Communities announced last month its \$85-million acquisition of the property at 155 North Crescent Drive, where The Crescent Beverly Hills’ luxury apartments are currently located. The East Coast-based company has announced plans to convert the property from traditional rentals to fully furnished luxury residences and other renovation plans, but no applications have been filed with the City’s Planning Division.

According to a press release, AKA, a subsidiary of Korman Communities, will manage the property—called AKA Beverly Hills—with rates starting at approximately \$400 a night with a minimum 30-day stay.

According to Assistant Director of Community Development Jonathan Lait, the City has attempted to make contact with Korman Communities to learn about plans for the property, but has received no response.

Renovation plans for the property that were announced in the press release include upgrading the lobby and the addition of a lounge, café, fitness center and outdoor space for residents’ use.

Lait said the City’s review process would depend on AKA’s specific plans for the property.

If the property was located in a typical R-4 multifamily residential zone, Lait said short-term leases of more than 30 days would be permissible without review by the City. However, 155 North Crescent Drive is in an overlay zone, or mixed used development zone, and is subject to specific standards.

Lait said he would not speculate as to what the review process would be at the specific property, due to the regulations of the overlay zone. He mentioned restaurant uses are currently not permitted and would require review by the City.

If AKA wanted to convert the property to a hotel, which caters to consumers staying 30 days or less, Lait said that would require an application for a conditional use permit.

Assistant Director of Finance Noel Marquis said consumers staying 30 days or less in hotels or other rental lodging spaces, including residences, are subject to the City’s

transient occupancy tax (TOT).

“[TOT] works just like sales tax where the consumer pays sales tax on what they are getting,” Marquis said. “[In Beverly Hills if] you rent a room for \$100 a night, [you] pay 14 percent of that [for TOT]. The hotelier collects that from you and remits that [to] the City once a month.”

Marquis said consumers are considered transient only for the first 30 days of a stay.

“The only exception to that is if you enter into a lease that is longer than 30 days,” Marquis said.

Though AKA lists the Beverly Hills location under its Hotel Residences webpage, Elana Friedman, AKA’s vice president of marketing, said the Beverly Hills location would not be a hotel.

“The one thing I can tell you is we are not a hotel,” Friedman said. “We are a 30-day minimum stay property. [We offer] luxury serviced residences.”

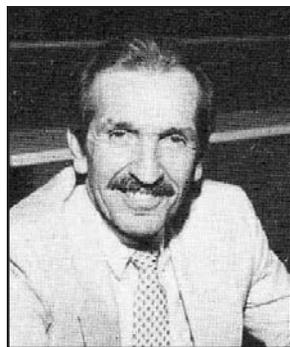
Friedman said AKA’s hotel residences are for clients “looking for longer term rental accommodations at the luxury level.”

Vanessa Morin, a publicist working for Quinn & Co, the firm representing Korman Communities and AKA, said the acquisition went through in January. She said there are no design plans yet, and she did not have information on when AKA might make contact with the City of Beverly Hills.

Developer Jerry Snyder developed the project after a 2001 proposal for a Gelson’s Market on the site was rejected by the City Council.

Dersch, popular social studies teacher, passes; memorial this Sunday

A memorial will be held this Sunday to celebrate the life of longtime Beverly High social studies teacher Henry Dersch, who passed away in September at the age of 76.



Henry Dersch

Dersch began his career at Beverly High in the 1970s as an English teacher. Eventually, he became a social studies teacher, and as the Russian studies teacher, he traveled with students to Russia many times.

Social Studies Teacher Stewart Horowitz went on the trip to the Soviet Union in 1985 during his first year of teaching at Beverly High.

“I learned that Henry took a group of kids to the Soviet Union every winter break,” Horowitz said. “As a new teacher, I thought, what a great opportunity. [At that time] it was when Russia was beginning to change under [Mikhail] Gorbachev, who had just become the new party chairman. Henry was very knowledgeable and had incredible connections.”

One of the trip’s highlights, Horowitz said, was a tour Dersch organized of Vladimir Lenin’s living quarters at the Kremlin. Horowitz pointed out that was something most Russian citizens would not have the opportunity to see.

“It was an amazing couple of weeks in



Architectural Commission approves designs for three new Rodeo Drive retail shops

Three new retail shops are coming soon to Rodeo Drive, following approval by the Architectural Commission on Feb. 15.

The Commission approved designs for watch retailers Patek Philippe and Rolex at the Luxe Hotel at 360 North Rodeo Drive. Although the stores will be connected inside by a walkway, the Commission sent the project back for revisions in December, requesting a greater contrast between the two storefronts.

“Inside the two stores are connected. Outside, they needed to have a different identity,” Commission Chair Fran Cohen said. “The architect achieved individuality by having different storefronts in terms of design and materials.”

The Rodeo Drive shop will be Patek Philippe’s first branch in the United States, project applicant Tom Blumenthal of Geary’s Beverly Hills said. The watch company is based in Geneva, Switzerland.

Five commissioners voted in favor, with Commissioner James Blakeley abstaining and Commissioner Andrea Gardner Apatow absent.

Blakeley said he had raised the issue in December about distinguishing the two storefronts. Though Blakeley said he liked the project, he abstained because he would have liked to see even more distinction between the two storefronts.

“I have to stay true to what it is that I’m asking,” Blakeley said.

One block over at 430 North Rodeo Drive, the Architectural Commission unanimously approved designs for a new shop called Tumi, which sells travel, business and lifestyle accessories.

“[The architect] came with a fresh idea that is unique and still elegant,” Cohen said.

The store’s façade is narrow and tall. According to documents submitted by applicant Nicole Long of San Francisco-based Brand Allen Architects, the storefront is compatible yet distinguishes itself from other shops on Rodeo Drive through the use of texture and light.

“While trying to maintain as much visibility into the store, the storefront was designed to have an interesting texture through the use of horizontal white aluminum ribs of varied dimensions above the large display window,” the application states. “At night soft lighting is transmitted through these ribs at the ground level. These ribs turn into the interior of the store connecting the interior to the exterior.”

Leningrad and Moscow,” Horowitz said.

For years, Dersch and fellow social studies teacher Mickey Freedman accompanied students on the trips, Horowitz said.

Ricardo Rosas, Dersch’s partner of nearly 13 years, said following Dersch’s retirement in 1994, Dersch continued organizing trips to Russia until 2003. After that, Dersch continued traveling, including taking a solo trip

to India in 2005.

“He said he had never been to India,” Rosas said. “He wanted to experience it. [He traveled by train] and he had a wonderful time.”

When he wasn’t traveling, Rosas said Dersch enjoyed socializing with friends.

“He would have dinner parties for his friends, his ex-students, and his ex-col-



Horace Mann PTA hosts Valentine's luncheon for staff

The Horace Mann PTA, including Elisa Geller, PTA Vice President of Hospitality Maryam Halimi, and Isabel Hacker (left to right) hosted a Valentine's Day luncheon for the faculty and staff last week.

leagues," Rosas said. "He loved to cook and he had these beautiful dinner parties for them. He loved people. He was just the friendliest man I ever met."

Stewart recalled attending a couple of Dersch's gatherings.

"Henry was famous for his endless source of stories," Horowitz said. "The kids loved him for that. He always was able to keep their interest and entertain them, finding things that they could relate to."

Rosas said a number of friends have commented on Dersch's Facebook memorial page about Dersch's storytelling ability. One of Rosas' favorite comments came from 1980 Beverly High graduate David Crystal, who wrote, "Anybody who engaged with [Dersch] became a fan."

"That was a great line. That was very true," Rosas said. "Everybody that talked to him in the grocery store [became a fan]. He loved to talk to people and there are so many stories."

The memorial will take place on Feb. 26 at 1 p.m. at a private residence. For location and additional information about the memorial, call Ricardo Rosas at (323) 697-0098.

In lieu of flowers, please search "Henry M Dersch" on Facebook and share your memories and thoughts on his memorial page.

Bosse and Mirisch raise questions about consultant contract

The lengthiest discussion at Tuesday night's City Council meeting occurred during consideration of the consent calendar, when Councilmember Bosse raised concerns about a three-year agreement with engineering consulting firm Psomas that was up for consideration.

Despite concerns voiced by Bosse and Councilmember John Mirisch, the City Council unanimously approved the contract, which is not to exceed \$750,000. Psomas would be on call to provide services related to the preparation of plans, specifications and estimates for various infrastructure improvement projects in the City's Capital Improvement Program.

Bosse questioned why the contract did not

identify specific projects for which Psomas would be consulted and why the agreement was for three years and not one year.

"Psomas has already shown expertise in [certain] areas," Deputy City Engineer Ara Maloyan said. "If there's a specific project [for which] they don't have expertise in that area, we will do another RFP [request for proposal]."

Regarding length of agreement, Maloyan said it was beneficial to lock in the hourly rate for three years to avoid cost of living increases on an annual basis. He said \$750,000 was a cap and the City would not have to spend the full amount. Maloyan also said it would be more efficient for staff to have consultants on call than to go before the City Council to hire a consultant for each specific project.

Also of concern to Bosse was a statement in the staff report that said individual purchase orders under the blanket agreement would not be subject to further City Council approval and instead would be executed by the city manager.

Assistant City Manager Mahdi Aluzri said purchase orders for individual projects exceeding \$50,000 would still be brought to the City Council for its approval. Current policy requires purchase orders exceeding \$50,000 to be subject to City Council approval.

Mirisch questioned how the City would know it's getting value for money if it approves a blanket contract.

"The fact we're approving a blanket deal, doesn't that reduce our negotiating power with them?" Mirisch said.

Mirisch also questioned the purpose of the agreement if individual projects would come before the City Council for approval anyway.

Maloyan said the City views consultants differently than contractors.

"It's a small percentage compared to construction costs, so we're seeking expertise in the field so that the plans they produce are high quality," Maloyan said. "These plans get bid and then contractors construct. Contractors become the lowest bidders.



Cedars-Sinai Image Guided Systems Coordinator Fred Smith (far left) shows Shawn Ahdout, Nathan Mahgerefteh, and Aaron Barzi (left to right) an image on a neurosurgical simulator

Cedars-Sinai's Brainworks introduces Hawthorne eighth graders to neuroscience

The Cedars-Sinai Department of Neurosurgery welcomed local students, including several Hawthorne eighth graders to Brainworks 2012 on Feb. 13. The program was a hands-on experience that introduced students to the field of neuroscience. Students attended lectures and participated in interactive stations such as virtual surgery, surgical instrumentation, examination of sheep brains, suturing and DNA extraction.

Slight mistakes in project documents could cause big change orders."

Ultimately the City Council approved the contract with direction proposed by City

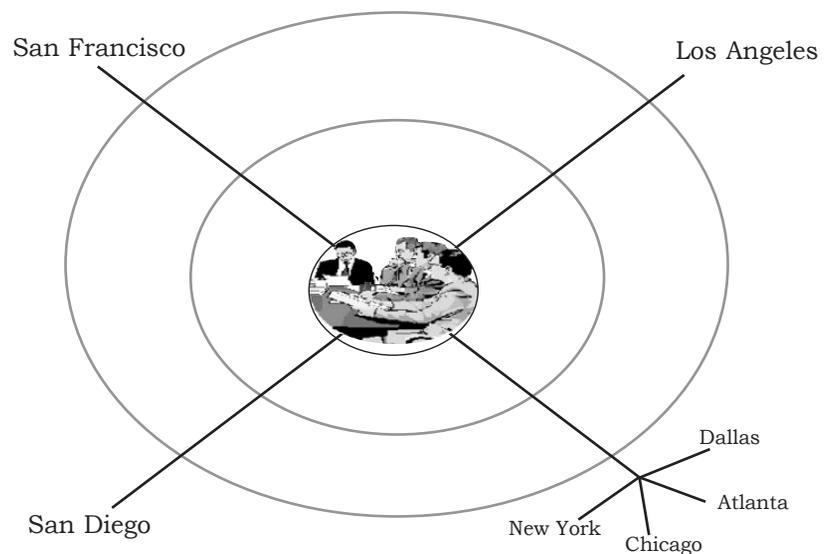
Attorney Larry Wiener, who pointed out that under the agreement the City is not obligated to use Psomas for any particular project.

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The Telephone Connection
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from the hills of beverly



Top cop leaves

And notes on our village

By Rudy Cole

Our finest has lost one of its best: Beverly Hills Police Commander **Theresa Goldman** is leaving our community to become Communication and Technology Administrator for the Glendale Police Department.

Commander Goldman first joined our police department in 1997 as communications director. Many of the innovative advances in our department's technology, that have made our city so much safer, came under her watch.

In recognition of her work she won the department's "Distinguished Service Award" in 2001.

Commander Goldman came to Beverly Hills from Burbank in 1997. In 2000 she was named to lead the CAD/RMS project for the revitalized dispatch center and in 2004 Goldman became assistant division commander in the administrative service division.

When she was promoted to Commander in 2007 she became the first "non-sworn" officer to attain this rank in our department's history. (Basically, sworn officers are those that have received police training at the Academy, others are called "civilian" officers.)

Her many duties in Beverly Hills included liaison with the then-Solicitations Commission.

Some of the top brass in the department, and many rank and file troops, the "street cops", viewed her as a likely candidate for chief here or in some other city. I know she had an excellent working relationship with Chief **David Snowden** who also viewed her as a possible successor if and when he opted to retire. It would have made Goldman our first ever female chief.

Of course, it was always fun to refer to her as the family of commanders. Her husband **Buddy Goldman**, a fast rising officer in the Sheriff's Department who had a long run as head of the West Hollywood office before moving downtown, also is Commander Goldman.

We have had Goldman mayors, homeowner leaders, top lawyers and, of course, the legendary **Sooky Goldman** who changed the history of both school and city government. Although not related, the many Goldmans are to Beverly Hills what the Kennedy name means in Boston.

It would have been nice to have a Goldman as chief of police although Snowden is also a fine name and one that will be here for a long time.

Theresa will be missed: Thank you for

becoming so much a part of our village. She starts her new job in Glendale early next month.

We will have our annual changing of mayors next month when Dr. **Willie Brien** succeeds **Barry Brucker**. Will that mean significant changes in city government? Probably not, but there will be some.

Most people understand, but not all, that we routinely rotate the mayor's position. Mayors serve for one year, first being elected vice mayor. The selection is based on seniority and, if that is the same, by who received the most votes when they were first elected.

However, there is no rule that mandates automatic election as mayor—it still requires three votes. Only once in recent years was tradition not followed, and that was for vice mayor. The then-council did make amends and when it was his turn voted to make **Richard Stone** mayor even though he did not have three votes for vice mayor. (Stone was seen as too anti-growth by some of his more pro-business colleagues.)

Because we do have a city manager form of government, changes in mayors seldom bring rapid changes in governance. Also, Dr. Brien and Brucker followed somewhat similar paths to the council. Both are natives, Beverly Hills-educated and both are former presidents of the school board. Dr. Brien had a stint on a city commission before winning election to the board.

There is a natural shift by city staff when a new mayor takes office. City managers and city staff make an effort to adjust to both the style and priorities of the new mayor. The same is true of school superintendents and their school boards. But the changes are seldom drastic or even too noticeable—mostly in methodology.

Some mayors become almost full-time workers, and that can be both good or troublesome for staff. Brucker was very hands-on and he can point with considerable pride to his accomplishments. Equally important, Brucker handled the mayor's gavel with restraint and tolerance, dealing courteously and with extreme professionalism toward colleagues, city staff and citizens who appeared at council meetings.

Dr. Brien has had many major jobs as an administrator, including top positions at Cedars-Sinai and more recently as president of Hillcrest Country Club where

every member is a boss-leader. All of this has honed his leadership skills.

Beverly Hills will make news when Dr. Brien becomes mayor. His legendary grandfather was **Earl Warren**, a former California governor and later Chief Justice of the United States. The Warren Court decisions made enormous changes in the political and social life of the country, making us a freer, more tolerant nation.

Dr. Brien will outline his priorities when he is inducted, but he does inherit a more financially secure city government and a quickly recovering private sector economy. Although there are several zoning matters still to be resolved, there are few major, divisive matters on the agenda. He will also inherit soon to be approved employee pay and benefit agreements, an improved library reconstruction program and even some resources to make capital improvements.

Yes, the long awaited improvement project for Roxbury Park will have to be resolved during his watch but a noise ordinance, hillside view rules and historic preservation are now all on the books.

As for changes and reforms to make city hall even more user friendly, Dr. Brien has led a year-long study on these issues along with his committee co-chair **Noah Furie**. Implementation should be one of his major goals.

Look for Mayor Brien to name City Clerk **Byron Pope** as part of a campaign to increase both voter registration and election participation.

However, Dr. Brien's long experience in government, civic organizations and medical community leadership has made him a voice for conciliation. This is not likely to change. Efforts inside and outside the council to create divisions will not be viewed with favor by the community. Few people have ever become mayor with more popular support than Dr. Brien.

Our most visible mayor in recent years? That honor has to go to **Jimmy Delshad**. I keep running into people outside the city who ask me if Jimmy is still mayor.

It was hard not to like the always optimistic Jimmy. He brought enormous energy and enthusiasm to the office even when some of his ideas did not exactly fit our community's image, but it was not for lack of creativeness.

One Delshad goal was to give our city a kind of slogan. He convinced his colleagues to add the tag "smart city" to our logo. Do we really need any kind of appellation to define us? If we are "smart" we hardly need the self praise.

More important is the quantification of brand identity. Beverly Hills is a name that defines itself; we demean and diminish that panache when we throw the name at events such as the ill fated 90210 that included the Kardashians. Even the *Beverly Hills Housewives* "reality" show

is a non-starter. True, none if any of the troubled women even live here, but this is another example of simply wanting name exposure not being realistically beneficial. In our case, tawdry branding distracts from who and what we are.

So, more is not always better. How did some of this past, less than productive name exposure happen? Council colleagues usually try hard to accommodate the incumbent mayor's goals, and that was true during Delshad's term too. Of course, Delshad had many positive accomplishments during his year, but pushing our name into troubled waters was not one of them. But he did try. Look for Dr. Brien to be more reserved.

The subway route issue continues to be both confusing and distracting even as city government and the school board become more cooperative and less confrontational. For the record, don't expect an early route decision from the MTA. The city's own study has kept that from happening, but there are other pragmatic reasons as well.

It does remind me of some almost similar traffic mitigation schemes of the past, including the many disagreements on the route for a proposed Beverly Hills Freeway.

During the 1950s, the first proposal for a freeway from downtown to the ocean was for a route just south of Pico Boulevard. Guess who fought the idea? Our own Chamber of Commerce. Many city landowners and business interests argued that this would only benefit western Los Angeles and Santa Monica, and downtown retailers and office buildings.

Next came the plan to create a "cut and cover" freeway along Santa Monica Boulevard. The argument was made that the construction method would not impact our city, the freeway would go through our village without being seen. However, the reality was much more invasive. Once the city approved the route, we would have little guarantee that it would all be under ground. As one rural area state senator commented at the time: "Why would I ever spend ten times state money in costs for a freeway through Beverly Hills than in my own district just to make sure it did not inconvenience all those rich folks."

The truth was that once approved and costs considered, we would, in all likelihood, have had an above ground freeway permanently dividing and impacting our city. It could have been a disaster.

Fortunately, then-State Sen. **Anthony Beilenson** recognized the danger and had us removed from the state highway/freeway future plan. The Santa Monica Freeway was the final result. Incidentally, it was a hard fight. The powerful then-publishers of the *Santa Monica Outlook* had a family member on the State Highway commission and even many of our councilmembers at the time bought into the "cut and cover" possible rip off.

Coming soon: New and old restaurant reviews. We did try the very new Tel Aviv Café on North Canon Drive, with mixed results, at least in our family. The

menu had only one meat dish and after a long wait, after placing our order, learned that was not available. Josette, a militant vegetarian who does eat chicken, liked her serving of a traditional middle east offering.

The venue is attractive, modern and busy, even though the all-wood chairs are not at my comfort level. The ser-

vice friendly, but very, very slow. When Josette decided to add soup to her order, following a long wait, both of her entrees arrived at the same time. Will withhold judgment for another visit.

Last note on mayoral rotations: Slated to be vice mayor is **John Mirisch**, who would be mayor if re-elected next year followed by **Lili Bosse** and Dr. **Julian**

Gold. Note on Mirisch: I wrote that he had “reportedly” joined Paramount. He did correct us, the word was not precise, he is at the company in an exec role.

It would be advisable for our school district to inform the community on progress on dealing with school bullying problems and how they are alert to issues of sexual harassment.

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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“If after a year the market conditions are such that we think we can get better prices from an equally qualified contractor by going back out and soliciting another RFQ, there is nothing that would prohibit us from doing that,” Wiener said. “If the council would like to see that analysis after a year, my suggestion would be don’t limit the term of the contract; ask staff to come back after a year and report on whether or not we should issue another RFQ because at least we could get the benefit of a three-year term on rate and you can get the benefit of analysis.”

The City Council’s approval included that any purchase orders exceeding \$50,000 would need to come before the City Council for approval.

Facebook page promotes historic preservation in Beverly Hills



Kimberly Reiss

Concerned about the loss of historic resources in Beverly Hills, Kimberly Reiss turned to social media last fall to put the word out about the value of Beverly Hills’ historic architecture.

Reiss established a Facebook group called “Beverly Hills Historic Preservation”, a work-in-progress that has archived hundreds of photos of historic structures in Beverly Hills (see photo on page 2). Reiss’ first contribution to the page was a series of photos of Beverly Vista that came from a Library of Congress Historic American Buildings Survey.

“Prior to [Beverly Vista] being mostly demolished, I went to school there,” Reiss said. “Its demolition has left a really large hole in my heart and it has for many residents. The lack of preservation the city faced for many years really concerned me. My initial intent was to try to bring awareness to it. Obviously that’s been remedied to some degree with the new ordinances [historic preservation and Mills Act] that have been passed [by the City Council]. There’s still a lot of work to be done.”

Reiss has linked the Facebook page to a Twitter feed, with the intent of disseminating information quickly to a large section of the community.

“[The page is] really the culmination of a lot of passion and love not only for Beverly Hills but for the art deco period in history,” Reiss said. “Having grown up in Beverly Hills in the late ‘60s and ‘70s, I have a real fondness for the architecture and the history. It’s been a real passion of mine for many years. I decided Facebook is a great platform

for sharing that type of passion. It took off; it’s really been well received.”

Since Reiss started the page this past September, the page has racked up over 560 followers, with 564 as of Tuesday morning.

Though Reiss has a day job running an online resale business focused on antiques and high-end accessories, she said she has spent hundreds of hours, if not thousands, researching old photos. Sometimes it takes hours of research just to find one good photo, Reiss said.

Reiss also spends time restoring her art deco apartment. One day, she aspires to purchase a small art deco duplex in Beverly Hills.

“If I’m not pulling up 80 years worth of flooring in my dining room to get to hardwood, I’m slowly chipping away at my fireplace mantle and all the white paint off of it to reveal Spanish tile,” Reiss said.

Reiss uses a number of resources including national, state, local and library archives. She is cautious about sharing too much information about her resources, but she offered, “USC Digital Archives is a wonderful resource for historic photos.”

Reiss said Marc Wanamaker, a film history expert and consultant that owns Bison Archives, has reached out to her, offering to share his expertise and photos from his archive.

Reiss said she thought the City’s recent efforts to adopt a historic preservation ordinance and implement the Mills Act were encouraging, but she said she thinks it’s a shame the ordinance does not apply to school buildings.

The BHUSD is in the planning process for construction at Hawthorne. Four out of the five options currently on the table would require significant demolition of the existing campus.

“I’m going to try to do my best to make awareness about the Hawthorne school issue,” Reiss said. “Hopefully the little bit of extra money can be spent to save it and retrofit it as opposed to creating a 90 percent new school like they did to Beverly Vista. It’s very important the history of our city doesn’t disappear.”

To view the Facebook page, visit facebook.com/BeverlyHillsHistoricPreservation. To follow on Twitter, visit twitter.com/PreserveBH.

Cherniss to leave BHUSD; accepts position as LACOE Chief Business Official

BHUSD Assistant Superintendent of Business Services Alex Cherniss has accepted an offer to become chief business official of the Los Angeles County Office of Education (LACOE).

LACOE, which represents 80 school districts, is governed by the County Board of Education.

“This to me is a once in a lifetime oppor-



Alex Cherniss

tunity, and it’s an experience that I’d like to have,” Cherniss said.

Cherniss said he has not yet set a start date for his new position, but he will not be finishing the school year in the BHUSD.

“We’re going

to make sure it’s a smooth transition and

fortunately we have a lot of very experienced people here in the business office [including] Mary Anne McCabe, our executive director,” Cherniss said. “I’m going to be available in any way I can, even when I’m in my new role. It is ironic though, that part of my new role will be to approve the [BHUSD] budget.”

Cherniss called the job opportunity a reflection of the great work staff has been doing in the BHUSD. He highlighted some of the district’s recent successes including establishing the Finance Committee, establishing a district-wide hiring freeze,

briefs cont. on page 10

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coverstory

SHAHS OF SUNSET

Bravo's new reality show puts Beverly Hills' Persian community in the spotlight, but will it be too stereotypical?

By Melanie Anderson



MIKE
So, how did you end up on "Shahs of Sunset"?

When I heard about it I didn't want anything to do with it because I had some misconceptions about how they were going to portray our culture and people growing up in Beverly Hills. Then I got a call from one of my friends and one of the head producers of the show, Jesse Leed. After speaking to him and realizing his sincerity and his love for the project, I decided to be part of it. It was an easy choice once I knew who else was part of the show [which is produced by Ryan Seacrest Productions]. These were people I was friends with already and had a great relationship with, so I thought why not? Like GG [Gharachedaghi], I was best friends with her sister [Leila] growing up, so she's like my little sister. We've all kept our friendship throughout the years.

Why do you think you were cast?

It wasn't really a casting. The show is more a glimpse into the life of six friends who are juggling their family life, their social life, their up and coming careers, and their love life, and we just happen to be Persian.

What made you feel like the show wasn't going to portray Persians negatively?

Just so we make it very clear, this show is not a documentary. It's not a Persian-based show. It's based on six friends who happen to be Persian. They touch on our culture, how we're very family oriented, how we're very hardworking individuals, but it's a very light, fun, entertaining show, similar to "Pawn Stars," "Swamp People," or any show that gives you an hour of entertainment. Jesse made that perfectly clear. The cast [is] so unique, so funny, and I think people are really going to get a kick out of this show.

Tell me about your experience growing up in Beverly Hills.

I have to give a lot of credit to my dad. He came here with absolutely nothing. My dad worked very hard to move us to Beverly Hills, so at the age of 11 I moved to Beverly Hills [from West Hollywood], and I went to Horace Mann. Growing up in Beverly Hills was awesome. I think it gave me the opportunity to

dream bigger than most people would. I had a great education and I made some wonderful friends.

What are your memories from Beverly High?

I was a bit of a troublemaker at Beverly High. I used to talk in class, leave campus for lunch, just being mischievous, and always getting caught. Most kids were kind of slick; I wasn't. The principals [Ben Bushman and Rick Munitz] knew me on a first-name basis. Any time anything happened, they were like, "Bring Mike to the office." They told me, "You have so much potential. Why don't you live up to it?" My poor cousins, as they came into Beverly, they got the same spiel [from Bushman and Munitz], each of them: "We're not dealing with another Shouhed for four years the way we did with Michael. You'd better not misbehave." My senior year I finally got it together. I realized I expected more out of myself than to just be the class clown.

Out of my four years of school, the one person that sticks out to me is Coach [Steve] Taylor. He had transitioned from being a coach to teaching history. Being a coach, he knew how to get people excited and give great pep talks [in class]. He would give me these amazing one-on-one talks.

You experienced the boom and bust of the Las Vegas real estate market. Tell us about that.

I went out there [in] mid-2001 right before the boom really was happening. I had just finished up UCLA. I was in law school and I decided it was time to take a different direction. I had been investing in real estate from Los Angeles and Las Vegas and I saw how much potential was there. I decided to take the plunge and move to Vegas. I didn't know a soul. I told my parents I'm going to pursue a career in real estate because I'd rather be wealthy than be a pencil pusher. My heart really wasn't in being an attorney. I went out there and took advantage of a market. It was the fastest growing city in the world. I linked up with one of my mentors Dave Johnson, who became my second father. He took me under his wing and I started importing different Persian investors from Los Angeles to Las Vegas and selling them real estate. I made a lot of people wealthy.

Then the economy tanked. The market started to crash; banks started failing. It seemed like it happened overnight. What we had spent years trying to build all of a sudden

came crashing down and there wasn't a thing we could do about it. I went from not eating lunch some days, not having dinner because I was working so hard, to where I was picking up my phone just to see if it was still working, because everything stopped.

I stuck around for another year in Vegas, trying to revive what seemed like a dead market. I decided I couldn't handle all the pressures of not making money, being away from my family, being away from my friends. I decided it was time to come back to L.A. and regroup and rebuild.

What's your goal for this show?

I want [viewers] to get a sneak peek into Mike Shouhed's world of working hard, playing hard. I'm a dedicated commercial real estate agent. I work for an amazing company, BRC Advisors, which dominates the Beverly Hills real estate market. I work with one of the top agents, Houman Mahboubi, who has become my mentor. We're going to rock this thing. I'm super excited about my move here and my transition to this company. I think I'm going to build much greater wealth here than I ever did in Las Vegas and I did very well for myself there. People are going to see my journey in this show.

-- Mike Shouhed



MJ
Four of the cast members work in real estate. Does this create a competitive dynamic?

Definitely. For Reza and I, being that we are the two residential real estate agents [working at the same office], there's definitely an ambitious pressure that we like to measure up our production and success. We [have] adopted a mentality that you are who you surround yourself with. You want to be selective about making sure those are positive, productive, ambitious people. The other three cast mates, we stay on our tippy toes, we stay on point, and we like to impress ourselves, fulfill ourselves, and succeed for us and for our families.

You and Reza briefly attended Beverly High together. Were you friends then?

Reza and Sammy are the two people that I've known the longest. I actually didn't grow up in the Beverly Hills school system. I made a transition from the East Coast to Beverly. It was a little bumpy because I went to Beverly, hated it, then moved back to a small town [back East]. I thought it was too small and had outgrown it. Then I went back to Beverly. Once I spent two years really getting settled in, then I felt like I had made friends with all the Persians. I never had any Persian friends until I moved to L.A.

I met Reza at a Persian party in Beverly Hills. He was probably drawn to me as I was to him because our personalities are really similar. We just bonded right away. We both had the same car, we both liked to do the same things. Sammy we met because during college my group of girlfriends and I would walk [past] a store [he owned] called Hideout

on Melrose Avenue. He also was in a condo right behind my condo, so our places were practically attached.

What was it like coming to Beverly Hills?

It was the biggest culture shock ever. I think nothing in my life has been hard to adjust to after making the adjustment from being a big fish in a small pond and then going to a place that was a really big school. It was hard to break into the social scene because most people had known each other so long, they didn't need new friends. I did. It definitely caused me a lot of social grief until I really made friends and had the time to adjust.

This show will introduce Persians to some Americans. Do you feel pressured to represent Persians in any particular way?

I know it's going to be impossible to please everyone, and after everyone sees how authentic, hardworking all of us are, then I think it's going to be really hard to find fault in who we are. I think we're going to be a really fun group because we're so honest. I think we're really funny. We're not just people who wake up in the morning and waste time. We set out to do really extraordinary things, and then we like to celebrate and have fun. I think that's ultimately one of the best ways I could have imagined my life to be. And I think Americans [will] be fascinated with our culture. Americans that I've met have always felt that we have a warmth in our Persian culture that they really haven't seen anywhere else. I think it's easy to become obsessed with a culture that celebrates life, family and food.

As a Persian woman, I think the biggest pressure in my life comes from myself because I really want to do everything. I'm a modern person who wants to have a successful career, but I also have strong ties to my need to come home and cook, be nurturing, and be the head of the household in the maternal way. I don't want to give up any of the things that I think embody a Persian woman and a modern Iranian American that wants to be self-made.

Your bio says you're struggling to find out who you are. Do you think the show is going to help you with that?

The show is definitely helping me take on issues that I would probably get away with not having to take on. I wasn't really following the conformist, conventional life to be married by 21 and have kids by the honeymoon and then sort of hang it up. That's really what people do in our community. I felt like we had so many other choices to make and then the years go by and all of a sudden I realize, wow, I still want to keep doing this. The show—at least because we're trying to tell a real story about who we are—I think that inadvertently or inevitably forces us to answer questions about ourselves.

-- Mercedes "MJ" Javid



SAMMY
So, how did you end up on "Shahs of Sunset"?

One of the first people I came to meet was [Producer] Jesse [Leed]. His girlfriend [Marisa

Weber] and I have been friends for 15 years. About 2.5 years ago they came up with this idea. I was the first person [that they called]. We shared a lot of fun nights together in the few years we've known each other before he decided to do this show. He was just always on me to do something. I said, "Okay, let's do it."

What's your goal for this show?

Honestly for me it was to have fun. I'll look back on it when I'm 70 and say, "Hey, I was on a TV show once."

As a residential developer, you serve a Persian clientele in the local community. Do you think appearing on this show will be good for business?

I hope so. We've developed close to 40 homes already in Beverly Hills in the last few years and even though the main portion of my clients are Iranian, [many] of them aren't. I think it will be very good. We have a nice little niche.

Tell us about growing up in Beverly Hills.

I moved to California around the fifth grade from Fort Lauderdale, Fla. I was in [LAUSD] and then I went to Beverly High from 10th grade on. I had a great time going to high school in Beverly Hills. I'm still friends with a lot of people I went to school with. I think being Iranian and growing up together through weddings and gatherings, we're all so mixed together as far as someone's cousin is also my cousin. We just have a big family. We're always together.

What was the transition like from Florida to California?

In Fort Lauderdale, I was the only non-American person in probably the whole school. It was right around the time we had all the problems in Iran, and people didn't know what to make of it. The fact I was the only Jewish kid in that school too really didn't help, but it was great for growing up and it definitely taught me how to run really fast. It's a completely different world from Fort Lauderdale to L.A. Even from L.A. to Beverly High, [it was a] complete 180.

When I went to [LAUSD], there were completely different issues [students] were dealing with. You would come to school, the kid is telling you about how his brother just got arrested last night, how his dad did what to his mom. Then you come to Beverly High and you hear some kid complaining about how he hates his dad for not getting him the 5 series BMW and only getting the 3 series.

What are your memories of Beverly High?

Even though it was high school, it was like one big party all day long. Even though we were supposedly there to learn something, it was more just hanging out with friends and having a great time. They did such a good job at that school where it just came naturally. My friends who weren't at Beverly High hated attending school. Kids that went to Beverly High enjoyed attending school because it was such a fun place to go.

We had our own [TV] department there and our own channel that broadcasted to all the homes in Beverly Hills. Mr. [Dave] Stiles

[was] fantastic. I was [in the TV department] for about two years after school. It was such a great change from the everyday English, math, and science. It was fun learning about it, how to operate the cameras, and behind the scenes, how to edit and produce.

What do you think viewers will learn about the Persian community in Beverly Hills?

Pretty much how tight we are, how we all have each other's backs. Just being Persian and growing up together and the way we support each other and the way we care for each other, hopefully the big emphasis that we put on family life. I think that's probably going to be the biggest thing we're going to see on this show.

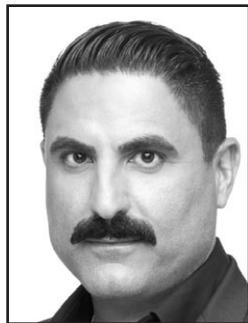
How do you respond to critics that compare the show to "Jersey Shore"?

If you see anything that Ryan Seacrest produces, I don't think it's anything like that. *Jersey Shore* is a bunch of 20-year-olds working at a T-Shirt shop. We're all in our 30s, we're all very well established, we have our own careers. It's a totally different type of show. And we don't tan as much.

Your cast bio describes you as a ladies man. Will viewers see you settle down?

I definitely go out and have a lot of friends. I love to enjoy my life, and dating is a big part of my life. No, I don't think they're going to see me settling down on this show.

-- Sammy Younai



REZA How do you respond to criticism that the show could turn into a Persian version of "Jersey Shore" or "Keeping Up with the Kardashians"?

It's completely different in my mind. No one who's calling it a Persian version of *Jersey Shore* has seen [*Shahs of Sunset*]. I was there for the show; it wasn't a show. We were living our lives [with] a crew following us around. *Jersey Shore* is a group of people that didn't know one another that were thrust into a living arrangement. We're actually a group of dynamic friends. We're educated, we've got rich backgrounds and a culture.

Now if you're comparing me to Kim Kardashian, I'm flattered. I don't think I'm as pretty as she is but I hope to achieve the success the Kardashian show has achieved. From experiencing the show, it's going to be an amazing journey for viewers. I'm proud that my life will be shown because I don't think Middle Easterners necessarily at this moment in time are perceived as being like everyone else. We have friends, we have family, we go out to eat, we're human beings and we live similar to every other minority in the world. I think it will be great for Middle Easterners in general.

What are your favorite memories of growing up in Beverly Hills?

Growing up for me was pretty normal

because there was such a large Persian population in Beverly Hills. It felt good to be a transplant in a place that had other people that looked like me. It really helped to develop who I am as an adult.

Beverly Vista on a Friday meant pizza and it was made in this gigantic pan and you always wanted to get the piece that didn't have any crust on it; you wanted one of the middle ones. And on Fridays you got ice cream with your lunch so we literally would run top speed to get to the cafeteria line to be first so you could pick from the tray that just [came] out of the oven to get a piece with no crust on it. I adored [my first grade teacher] Mrs. [Evelyn] Banner. I have so many good memories of Beverly Vista; it was some of the best years of my life and I'm friends with dozens of my friends I grew up with.

Beverly High was great because it was where a lot of family friends who may have lived in the Horace Mann, El Rodeo or Hawthorne districts, we all got to come together. There were so many Persians in school from Beverly Vista to Beverly High that I'm embarrassed to say I did not have any non-Persian friends until I went to college. It was so like living in Iran and beautiful.

There are not many openly gay Persians. Was it difficult to overcome the fear of coming out?

I didn't overcome any fear but the way I'm programmed as a person, I have to live an authentic life. There was going to be a time that I would explode and the information would come blasting out of me. My parents saw that I was attractive and I was never bringing any girls around. One night [when I was 21] I went out and I came home really late. The next morning my mom woke me up and brought me into the kitchen, sat me down and looked me in the eye and she asked me if I was gay. At that moment, my life flashed before my eyes. I realized I either had to take that opportunity and let her know or I had to keep my mouth shut and live a miserable existence without being authentic. Somehow I summoned the courage at that very moment to be honest and I told her.

How did she respond?

It was the most fantastic two minutes of my life. She started out in tears talking about watching an episode of *Oprah* where these people found Jesus Christ and Jesus cured them, to "Your father wasn't around; he was traveling too much in your formative years." [Then] she stopped, collected herself, she sat up straight, she looked me dead in the eye and she said, "I love you. You're my son. I'll always stand behind you and nothing has changed." From that day forward 17 years ago to today, she has made such strides in her reprogramming who she is as a Middle Eastern woman that grew up in a in a different era with different standards and norms. She is an amazing woman and I hope I can be half the person she is when I am her age.

Do you hope appearing on this show will help other closeted gays who are Persian come out to their families?

You hit the nail on the head. The only reason I did this show is because even though my mother is very accepting, the Persian

community as a whole isn't known to be the most accepting community when it comes to people deviating from what they perceive to be the norm. It's opened my family to whatever criticism and backlash that may come as a result of me being on this show [and that] was for one reason and one reason only. Teens and adolescents were committing suicide because they were getting bullied in school for either being gay or being perceived as gay. It devastated me to my core. I wanted to do something, and this opportunity came along. I got lucky that my family loves me and supports me, but if they had all turned their backs on me, I would still live an authentic life. There are a lot of Middle Eastern cultures where kids may be exposed to bullying or families that don't accept them. If I can help one of them not commit suicide or give one of them a glimmer of hope, whatever backlash I get from being on this show was worth it tenfold.

How has your family handled the exposure?

It's been mixed. I have to be honest. There's been a lot of hearsay, rumors and speculation because there's only a little teaser on the website. I love Persians, don't get me wrong, but there's a lot of us and we do like to chitchat, so something small [like] "I saw Reza walking down the street" can all of a sudden turn into "Reza was walking down the street with 100 gays behind him." There have been a lot of things that haven't been true that people call and say to my mom. It rattles her a little bit. I say to her maybe it was misconstrued or misunderstood or it was just completely not true. That's been a bit difficult, but for the most part it's been an amazing journey.

Do you think the fact you are gay had something to do with why you were cast?

It was very organic because Jesse Leed in a very informal meeting sat down with MJ, Sammy and myself to talk in big broad strokes about concept. For our show that's the unique, amazing part of that, we are legitimately a group of friends. It wasn't like they decided they wanted to have an openly gay person and threw the net out. Do I think the fact I'm openly gay and Persian helps? Well, yeah. Especially for featuring a group of Middle Easterners, the perception isn't always about a gay guy. It's kind of refreshing.

Your bio says you want the "American White Picket Fence" happy ending. Do you think this show will help you find that?

I actually do because when you verbalize something, I'm a firm believer you will things to happen in your life. There weren't trailblazers in front of me that were Persian and gay that were talking about wanting the white picket fence and American dream. I feel like if I put that energy out in the world—I try to live my life in a way that I give back more than I take away from my community—I think that I'm going to will it.

-- Reza Farahan

"SHAHS OF SUNSET" PREMIERES MARCH 11 AT 10 P.M. ON BRAVO.

briefs cont. from page 7

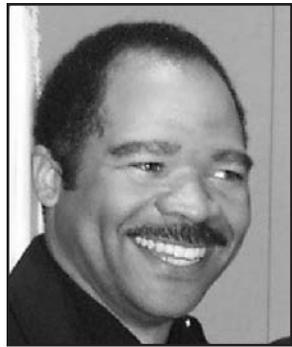
doubling the general fund reserves in the last two years, and the \$6.65-million settlement agreement with Johnson Controls Inc.

Cherniss began his BHUSD career as a math teacher at Beverly Vista before becoming assistant principal and then principal at Hawthorne. He moved into the district office as human resources director and then was promoted to assistant superintendent of business services.

Superintendent Gary Woods announced Cherniss' new position in an e-mail Wednesday morning.

"We thank Dr. Cherniss for his 10 years of service in the BHUSD as a teacher, as a site administrator, and as a district level administrator," Woods said. "We will be meeting with our Board of Education on Tuesday to begin the process of developing a transition plan."

Welcome back, Johnson



John D. Johnson

After a 17-year law enforcement career at UC Davis, John D. Johnson, known by his friends as "JJ", is putting his professional skills to use as instructor of the ROP law enforcement class at

Beverly High. Johnson began teaching the Administration of Justice ROP course last week following Board of Education approval on Feb. 14.

"The opportunity arose after speaking with [ROP teacher] Steve Rappaport and Principal Carter Paysinger about using my expertise in this field in a way that might be beneficial to the kids," Johnson said.

While working as a police officer at UC Davis, the 1989 Beverly High graduate progressed through the ranks to lieutenant. A few years ago, a nagging shoulder injury from Johnson's days playing semi-profes-

sional football caught up with him. After learning it would take about one year to fully recover from surgery, Johnson left law enforcement and returned to Los Angeles, where his parents and three of his siblings live, in 2010.

"I ended up deciding it was a good time to follow a different path," Johnson said.

After Johnson's promotion to lieutenant in 2005, he was motivated to look for a management-level position outside of law enforcement. His shoulder was getting worse and he was feeling uneasy about his ability to engage in arrest control techniques and maintain control of his weapons if he was put in a situation in which he would need them.

Johnson elected to have the surgery in 2008, which proved to be a challenging time to find a new job. Johnson looked into opportunities with Homeland Security and other federal agencies, but positions were scarce. After moving back to Los Angeles, Johnson was hired at Beverly High as an instructional aide beginning in fall 2010.

Johnson, who is continuing as an instructional aide, also coaches the freshman football team and coaches hurdles for the track team. In the future, Johnson said he is interested in the possibility of full-time teaching and eventually working in administration. While working for the UC Davis police, Johnson earned two Master's degrees in marriage and family therapy and organizational behavior.

Johnson is one of six siblings who graduated from Beverly High that were profiled in the *Beverly Hills Weekly* Issue #187 cover story.

"[My brother] Edward, he's one of my inspirations," Johnson said. "He has been teaching [dance] for years at University High in Irvine. My sister Teri is teaching a class at UCLA [while] she works on her Master's. My brother Charles is doing behavioral therapy work. That in essence is teaching. My younger brother Ajay has three sons. I know he is teaching every day. My sister Onyx is working as a social worker in Louisiana. [We] want to reach out and make sure young people are better equipped for society. That's something we all learned from our parents."

Johnson said law enforcement gave him a strong foundation in public service.

"From my perspective, teaching this class is a more proactive form of public service. I believe that law enforcement offered me an experience that was a bit more reactive," Johnson said. "I'm looking forward to marrying both these experiences."

In his course at Beverly High, Johnson said the goal is to introduce students to the way law enforcement and society interact.

"I believe that every member of society is responsible for law enforcement and I want to train students in understanding their role and how that role will evolve," Johnson said.

Now that Johnson has returned to his alma mater, he said it seems the culture of students striving to achieve the excellence that preceding classes achieved has faded.

"The key is when I talked with Carter Paysinger, he talked about making sure people really understood the culture of Beverly Hills, getting alumni to come back and share the success of the past and make sure that institutional memory is passed on," Johnson said. "I can't thank him enough for the

opportunity to be a part of that."

To help his students succeed, Johnson said he will share with them something he tells his hurdlers: "Obstacles are what you see when you take your eyes off of your goal."

--Briefs compiled by Melanie Anderson

BHHS Boys' Basketball Team Advances to Semifinals

Back-to-back narrow victories have put the Beverly High boys' basketball into the Southern Section Division 3AAA semifinals, where they will play second-seeded Pasadena Friday at 7 p.m. at John Muir High School.

The Normans, who are seeded 14th, defeated Lawndale, 67-65, in a quarterfinal game Tuesday night at the Swim-Gym.

Beverly Hills led 12-3 and the end of the first quarter and 32-17 at halftime. The Normans (20-9) were outscored 20-11 in the third quarter and their lead was cut to 43-37 entering the fourth quarter.

The Cardinals, who were seeded 11th in the 32-team bracket and were the Pioneer League's second-place team, cut the lead to one point three times, but were unable to take the lead, according to the *Daily Breeze*.

"You've got to give (Beverly Hills coach Jarvis Turner) and his boys credit because they played a great game," Lawndale coach Chris Brownlee told the *Daily Breeze*. "You can't dig too much of a hole in an environment like this."

The Normans would need to defeat Pasadena to be assured of a berth in the state tournament.

The Southern Section is guaranteed eight automatic entries for the state tournament in Division 3. The Southern Section had three sub-sets of divisions -- 3AAA, 3AA and 3A -- to choose representatives for the state tournament.

The three champions and three runners-up all receive automatic berths, along with two of the six losing semifinalists, according to Thom Simmons, the Southern Section's director of communications.

The Division 3AAA championship game will be played at the Anaheim Convention Center. The date will not be determined until after Saturday, Simmons said.

Beverly Hills defeated Palm Springs, 49-48, in a second-round game Friday at the Swim-Gym and was a 61-38 winner at El Monte Arroyo in a first-round game Feb. 15.

BHHS Girls' Soccer Team Wins Playoff Opener

The Beverly High girls' soccer team defeated North Hills Los Angeles Baptist 2-0 Friday in a Southern Section Division 4 first-round playoff game at Nickoll Field, thanks to second-half goals by freshman Dinah Pourbaba and Ashley Aviram and goalkeepers Kylie Colvin and Ida Trevino combining for the team's 10th shutout of the season.

Following a scoreless first half, Pourbaba opened the scoring in the seven minutes into the 40-minute second half with her second goal of the season, off an assist by Jessica Karpiak.

Aviram scored her 25th goal, one off the school single-season record, nine minutes later off an assist from freshman Lauren Kurtz.

Colvin made five saves in the first half and

Trevino, the usual starter, two in the second.

Colvin got the start because Trevino had "missed a couple practices with excused absences," leading Colvin to play more in practice and "I felt more comfortable starting her," Normans coach Ryan Franks said after his team improved to 14-6-3.

The Knights ended their season 4-14-3.

Beverly Hills faced Thousand Oaks La Reina in a second-round game Wednesday that ended after the *Beverly Hills Weekly's* deadline.

If the Normans won, they would play the winner of the Marymount-Windward game in a quarterfinal game Friday at 3 p.m. Beverly Hills won a coin toss to be the home team against Windward, but lost a coin toss and would the road team against Marymount.

BHHS Boys' Soccer Team Loses First-Round Playoff Game in Overtime

In what coach Steve Rappaport called a "very painful" loss, the Beverly High boys' soccer season ended with a 2-1 overtime loss to Baldwin Park Sierra Vista in a Southern Section Division 4 first-round playoff game last Thursday at Nickoll Field.

"I thought we had the team that could go a few rounds," Rappaport said. "We didn't play our best. Pretty much all year we did and we did not (last Thursday)."

"Whether it was the pressure of the game, the fact that we started seven underclassmen, I'm not really sure."

The Normans (12-6-7) tied the score in the 77th minute of the scheduled 80-minute game as Nick Marmureanu headed in a cross from Angel Jaramillo for his team-leading 14th goal of the season.

Alexander Piceno scored what proved to be the game-winning goal for the Dons (15-6-2) in the first minute of the second 10-minute non-sudden death overtime. Piceno had opened the scoring in the 31st minute.

"We didn't put enough pressure on them," Rappaport said. "In the end, they beat us on a quick restart cause we weren't marking up throughout the game. We just couldn't seem to get our players to get that attention."

The absence of senior midfielder Bryan Khalilirad "hurt us a lot," Rappaport said.

"We needed that extra attacker for the pressure," Rappaport said. "Ultimately, the player that was in that position is the one that made the big mistake that cost us the game."

Khalilirad was sidelined because of a broken arm suffered in a game against Santa Monica, Rappaport said.

Beverly Hills led in shots, 20-9.

"We had a ton of shots and didn't finish anything," Rappaport said. Rappaport said the loss was the result of failing to take advantage of scoring opportunities. Of the Normans' 20 shots, five should have been goals, Rappaport said.

Beverly Hills goalkeeper Matt Davidov made three saves in the first half, then returned for the second overtime. He allowed both goals. Teammate Adrian Spitz made four saves in the second half and first overtime.

"I'm disappointed for the kids," Rappaport said. "It was a really, really nice team that played really hard together and they just didn't have their best performance."

--Steven Herbert

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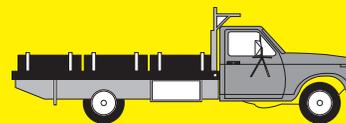
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FICTITIOUS BUSINESS NAME STATEMENT: 2012014107: The following person(s) is/are doing business QUICKSNAP AUTO GLASS REPAIR. 24911 Standard Ave. Suite 103 Valencia, CA 91355; 23556 Via Bordeaux Valencia, CA 91387; LANE BOYER. 23526 Via Bordeaux Valencia, CA 91355; DAREN BREWSTER. 27135 Silver Oak Lane Apt #1729 Canoga Park, CA 91378. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: 1/24/2012 Signed: Lane Boyer, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/25/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 105

FICTITIOUS BUSINESS NAME STATEMENT: 2012014141: The following person(s) is/are doing business MITO/LANDIA REALTY TAX SERVICES. 6255 Tujunga Ave. North Hollywood, CA 91606. PRIMO ADVON RAMIREZ SAGASTUME. 6255 Tujunga Ave. North Hollywood, CA 91606. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Primo A. Ramirez Sagastume, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/25/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 106

FICTITIOUS BUSINESS NAME STATEMENT: 2012015983: The following person(s) is/are doing business GINGER SNAP U.S.A. 6750 Whittsett Ave. Suite 113 North Hollywood, CA 91606. EAGLE EYE CREATIVE, LLC. 6750 Whittsett Ave. Ste 113 North Hollywood, CA 91606. The business is conducted by: A Limited Liability Company has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Kaye M. Lewis, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 107

FICTITIOUS BUSINESS NAME STATEMENT: 2012014572: The following person(s) is/are doing business ENCINO TAILORS. 15826 Ventura Blvd. 3220 Encino, CA 91436. HARK SHISHOYAN. 702 E. Raleigh St. #205 Glendale, CA 91205. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 1/996 Signed: Hark Shishoyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/26/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 108

FICTITIOUS BUSINESS NAME STATEMENT: 2012015429: The following person(s) is/are doing business PYRAMID AUTO WRECKING. 9124 Garmo Ave. Sun Valley, CA 91352. KARAPET DZHANOYAN. 2074 Mountain Ave. Glendale, CA 91201. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 1/25/05 Signed: Karapet Dzhanoyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 109

FICTITIOUS BUSINESS NAME STATEMENT: 2012015989: The following person(s) is/are doing business BRAKE CENTERS. 18362 Ventura Blvd. Tarzana, CA 91356. E & S AUTO INC. 18362 Ventura Blvd. Tarzana, CA 91356. The business is conducted by: A CORPORATION has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Estineh Barfimsahi, President. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 110

FICTITIOUS BUSINESS NAME STATEMENT: 2012016437: The following person(s) is/are doing business THE HIDDEN POWER. 9701 Wilshire Blvd. 10th Floor PMB#215 Beverly Hills, CA 90212. JASMINE DICKENS. 1650 S. Arlington Ave. Apt #4 Los Angeles, CA 90019. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Jasmine Dickens, Owner/Facilitator. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 111

FICTITIOUS BUSINESS NAME STATEMENT: 2012014843: The following person(s) is/are doing business SECURITY SOLUTIONS. 20946 Bryant St. #7 Canoga Park, CA 91304. MARTHA CAMPOS. 20946 Bryant St. #7 Canoga Park, CA 91304; JULIO ARTIGA. 20946 Bryant St. #23 Canoga Park, CA 91304. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Martha Campos, Owner/Partner. This statement is filed with the County Clerk of Los Angeles County on: 1/26/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 112

FICTITIOUS BUSINESS NAME STATEMENT: 2012014961: The following person(s) is/are doing business ASA IMPORTERS. 1291 Sherman Way #142 North Hollywood, CA 91605. ALEXANDER YULIN. 1291 Sherman Way #142 North Hollywood, CA 91605. The business is conducted by: An Individual has begun to transact business under the fictitious business

name or names listed here on: N/A Signed: Alexander Yulin, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/26/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 113

FICTITIOUS BUSINESS NAME STATEMENT: 2012015065: The following person(s) is/are doing business WEST COAST GRAB BARS. 2210 Soledad Canyon Rd. #E Acton, CA 93510; 17939 Chatsworth St. #175 Granada Hills, CA 91344. MIKE LESNAIK. 17939 Chatsworth St. #175 Granada Hills, CA 91344. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Mike Lesnaik, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/26/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 114

FICTITIOUS BUSINESS NAME STATEMENT: 2012014966: The following person(s) is/are doing business TAKVORI. 8823 Monogram Ave. North Hills, CA 91343. DIKRAN TAKVORIAN. 8823 Monogram Ave. North Hills, CA 91343. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Dikran Takvorian, President/Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/26/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 115

FICTITIOUS BUSINESS NAME STATEMENT: 2012014936: The following person(s) is/are doing business AN ART STUDIO. 13746 Victory Blvd. #109 Van Nuys, CA 91401. KHOREN DICHIGRIKIAN. 6931 Atoll Ave. North Hollywood, CA 91605. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Khoren Dichigrikan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/26/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 116

FICTITIOUS BUSINESS NAME STATEMENT: 2012014904: The following person(s) is/are doing business CA COOL. 4916 Kelvin Ave. Woodland Hills, CA 91364. IRY ENTERPRISES, INC. 4916 Kelvin Ave. Woodland Hills, CA 91364. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: 1/31/2007 Signed: Asaf Ing, President. This statement is filed with the County Clerk of Los Angeles County on: 1/26/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 117

FICTITIOUS BUSINESS NAME STATEMENT: 2012015635: The following person(s) is/are doing business PERFECT WEDDINGS. 7947 Reseda Blvd. #37 Reseda, CA 91355. GAJA YOON. 7947 Reseda Blvd. #37 Reseda, CA 91355. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Gaja Yoon, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 118

FICTITIOUS BUSINESS NAME STATEMENT: 2012015517: The following person(s) is/are doing business BOB THE PLUMBER. 913 Groton Dr. Burbank, CA 91504. ADVANCE INDUSTRIAL CONTRACTORS INC. 217 E. Alameda Ave. #307 Burbank, CA 91502. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: 11/2011 Signed: Hilda Nazi Nersissian, President. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 119

FICTITIOUS BUSINESS NAME STATEMENT: 2012008277: The following person(s) is/are doing business A-SIDE CATERING & EVENT PLANNING. 8930 Corbin Ave. Northridge, CA 91324; AGATHA'S DOWN HOME CAFE. 19524 Hemmingway St. Winnetka, CA 91306. JOSEPH WAYNE ANDREWS. 19524 Hemmingway St. Winnetka, CA 91306. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Joseph Wayne Andrews, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 120

FICTITIOUS BUSINESS NAME STATEMENT: 2012016622: The following person(s) is/are doing business ALWAYS TENDER LOVING CARE PROVIDER AND ADMINISTRATIVE SERVICES; ATLC CARE PROVIDER & ADMINISTRATIVE SERVICES. 720 S. Maridosa St. #7 Los Angeles, CA 90005. CARLOS A. VILLANUEVA. 720 S. Maridosa St. #7 Los Angeles, CA 90005; SUSAN GUNAVAN. 238 Antiole St. Simi Valley, CA 93065. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Carlos A. Villanueva, Partner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 121

FICTITIOUS BUSINESS NAME STATEMENT: 2012015548: The following person(s) is/are doing business 401 HARVARD APTS; HARVARD APARTMENTS. 13437 Ventura Blvd. #210 Sherman Oaks, CA 91423. A/ON 19972260003. ROYAL OAKS PROPERTIES LP. 13647 Ventura Blvd. Suite 687 Sherman Oaks, CA 91423. The business is conducted by: A Limited Partnership has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Michak F. Roy, Limited Partner. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 122

FICTITIOUS BUSINESS NAME STATEMENT: 2012015925: The following person(s) is/are doing business ALLIED PRESERVATION. 3115 Foothill Blvd. #1101 La Crescenta, CA 91214. ANZHELA DAVILYAN. 10603 Pinedown Ave. Tujunga, CA 91402. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Anzheila Davilyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business

Public Notices

310-887-0788

Forms available at www.onestopdbas.com

FICTITIOUS BUSINESS NAME STATEMENT: 2012011945: The following person(s) is/are doing business SALAZAR GARDENING. 7849 Ferncala Ave. Sun Valley, CA 91352. JAVIER SALAZAR; OMAR SALAZAR. 7849 Ferncala Ave. Sun Valley, CA 91352. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: 11/11/11 Signed: Omar Salazar, General Partner. This statement is filed with the County Clerk of Los Angeles County on: 1/23/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 86

FICTITIOUS BUSINESS NAME STATEMENT: 2012012160: The following person(s) is/are doing business MOSHE HALVA/MOSSES PLUMBING. 12519 Collins St. Valley Village, CA 91607. MOSHE HALIVA. 12519 Collins St. Valley Village, CA 91607. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Moshe Haliva, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/23/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 87

FICTITIOUS BUSINESS NAME STATEMENT: 2012012238: The following person(s) is/are doing business SBS FIL-AM FAMILY MINISTRY. 7120 Whitaker St. Van Nuys, CA 91406. CARLOS GATMALTAN. 18352 Kinzie St. Northridge, CA 91325. The business is conducted by: An Unincorporated Association other than a Partnership has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Carlos Gatmaltan, President. This statement is filed with the County Clerk of Los Angeles County on: 1/23/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 88

FICTITIOUS BUSINESS NAME STATEMENT: 2012012256: The following person(s) is/are doing business ALBERT ENSTEIN GROUP. AEU. 510 Sepulveda Blvd. #814 Sherman Oaks, CA 91411. SEAN NOURANI. 4419 Sherman Blvd. #214 Sherman Oaks, CA 91411. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Sean Nourani, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/23/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 2/02/2012, 2/09/2012, 2/16/2012, 2/23/2012 89

FICTITIOUS BUSINESS NAME STATEMENT: 2012012274: The following person(s) is/are doing business NATALIE'S PRODUCE. 467 W. Broadway Glendale, CA 91204. SUSANNA MANDALYAN. 451 Hawthorne #201 Glendale, CA 91204. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 9/2010 Signed: Susanna Mandalayan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/23/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fict

ness name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 123

FICTITIOUS BUSINESS NAME STATEMENT: 2012015901: The following person(s) is/are doing business as GREENTEC SERVICES: 14874 Tyler St. Sylmar, CA 91342. MICHAEL C. WISSELL, 14874 Tyler St. Sylmar, CA 91342. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Michael Wisssel, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 124

FICTITIOUS BUSINESS NAME STATEMENT: 2012015964: The following person(s) is/are doing business as EAGLE EYE CREATIVE, LLC. 6750 Whitsett Ave. Ste 113 North Hollywood, CA 91606. KAYE M. LEWIS; ALFORD J. LEWIS. 6750 Whitsett Ave. Ste 113 North Hollywood, CA 91606. The business is conducted by: A Joint Venture has begun to transact business under the fictitious business name or names listed here on: 6/5/2004 Signed: Kaye M. Lewis, Owner/CEO/ Partner. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 125

FICTITIOUS BUSINESS NAME STATEMENT: 2012017623: The following person(s) is/are doing business as SXP SOLUTIONS. 25752 Burroughs Place Stevenson Ranch, CA 91381; 25876 The Old Road #57 Stevenson Ranch, CA 91381. SVEN PONTO. 25752 Burroughs Place Stevenson Ranch, CA 91381. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Sven Ponto, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 126

FICTITIOUS BUSINESS NAME STATEMENT: 2012016034: The following person(s) is/are doing business as GOLDEN DRAGON INTERNATIONAL. 3337 Barnes Circle Glendale, CA 91208. LEVON AYVAZIAN; BERT Barnes Circle Glendale, CA 91208. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Levon Ayvazyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 127

FICTITIOUS BUSINESS NAME STATEMENT: 2012016030: The following person(s) is/are doing business as GALAXY AUTO. 7222 Van Nuys Blvd. #E2 Van Nuys, CA 91405. NEVER ALECSANIAN. 3338 Stephens Circle Glendale, CA 91208. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Never Alecsanian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 128

FICTITIOUS BUSINESS NAME STATEMENT: 2012016034: The following person(s) is/are doing business as PIZZA HUT. 3429 Reseda Blvd. CA 91324. 32022 Pacific Coast Highway Malibu, CA 90265. PIE SQUARED LLC. 32028 Pacific Coast Highway Malibu, CA 90265. The business is conducted by: A Limited Partnership has begun to transact business under the fictitious business name or names listed here on: 4/1/2012 Signed: Rodney L. Eckerman, President. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 129

FICTITIOUS BUSINESS NAME STATEMENT: 2012018013: The following person(s) is/are doing business as SISSY MAGIC. 453 S. Spring St. Suite #922 Los Angeles, CA 90013. NIKO SOLORIO. 4032 Marietta Ave. Sherman Oaks, CA 91343. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 2/1/2012 Signed: Niko Solorio, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 130

FICTITIOUS BUSINESS NAME STATEMENT: 2012018079: The following person(s) is/are doing business as CAL CLUTCH. 9958 Aldea Ave. Northridge, CA 91325. JOHN J. BARRY; CHRISTINA M. BARRY. 9958 Aldea Ave. Northridge, CA 91325. The business is conducted by: Husband and Wife has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Christina Barry, Co-Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 131

FICTITIOUS BUSINESS NAME STATEMENT: 2012017913: The following person(s) is/are doing business as HAPPY LOUD 2 DAYCARE. 1202 N. Detroit St. West Hollywood, CA 90046. GAGIK BARDONYAN. 1202 N. Detroit St. West Hollywood, CA 90046. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Gagik Simonyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 132

FICTITIOUS BUSINESS NAME STATEMENT: 2012016026: The following person(s) is/are doing business as UNIQUE INDOOR COMFORT. 19631 Pine Valley Ave. Northridge, CA 91326. AIFON C2846609. UNIQUE INDOOR COMFORT, INC. 19631 Pine Valley Ave. Northridge, CA 91326. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Fariborz Ahmadzadeh, President. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 133

FICTITIOUS BUSINESS NAME STATEMENT: 2012016027: The following person(s) is/are doing business as CYPAPD USA. 12665 King St. Studio City, CA 91604. DAVID H. LEVINE. 12665 King St. Studio City, CA 91604. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: David H. Levine, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 134

FICTITIOUS BUSINESS NAME STATEMENT: 2012017624: The following person(s) is/are doing business as LA TORSHI. 20245 Via Galileo St. Porter Ranch, CA 91326. MARYAM SADEGHI. 20245 Via Galileo St. Porter Ranch, CA 91326. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Maryam Sadeghi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 135

FICTITIOUS BUSINESS NAME STATEMENT: 2012017625: The following person(s) is/are doing business as SAS PRODUCTS. 44850 Caboose Dr. Lancaster, CA 93355. MARY DOCHERTY; JAMES DOCHERTY. 44850 Caboose Dr. Lancaster, CA 93355. The business is conducted by: Husband and Wife has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Mary Docherty, Partner/Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 136

FICTITIOUS BUSINESS NAME STATEMENT: 2012017628: The following person(s) is/are doing business as BERBEHIAN RD DESIGN & CABINETS. 440 Audrine Dr. Glendale, CA 91202. RAFFIE BERBERHIAN. 440 Audrine Dr. Glendale, CA 91202. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Raffie Berberhian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 137

FICTITIOUS BUSINESS NAME STATEMENT: 2012018340: The following person(s) is/are doing business as STARS & STRIPES AUTO SERVICES, INC. 7755 Sepulveda Blvd. Unit 5 Van Nuys, CA 91405. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: 8/1/78 Signed: Arlayan Avelingyan, President. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 138

office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 138

FICTITIOUS BUSINESS NAME STATEMENT: 2012012018: The following person(s) is/are doing business as MAGNETIC WEBWORKS. 4600 Via Dolce #112 Marina Del Rey, CA 90292. DORON ORNSTEIN. 4600 Via Dolce #112 Marina Del Rey, CA 90292. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 1/14/2010 Signed: Doron Ornstein, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/23/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 139

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2012014276
Date Filed: 1/25/2012
Name of Business: A Step Ahead Learning Academy, 12363 Sylvan St. North Hollywood, CA 91606.
Registered Owner: SOFIA ONETO, 1510 Rock Glen Ave. #102 Glendale, CA 91205.
Current File #20100079384
Date: 1/20/2010
Published: 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012, 140

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2012012031
Date Filed: 1/23/2012
Name of Business: UNIQUE COUTURE. 12009 Vanowen St. #5 North Hollywood, CA 91605.
Registered Owner: AIDA BATMANYAN. 12009 Vanowen St. #5 North Hollywood, CA 91605; GAYANE VARDANYAN. 5454 Hermitage Ave. #1 Valley Village, CA 91607.
Current File #20110409771
Date: 3/17/2011
Published: 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012, 141

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2012012285
Date Filed: 1/23/2012
Name of Business: INTERTRADING ENTERPRISES. 11014 Morrison St. #206 North Hollywood, CA 91610
Registered Owner: MARIJA GABAY. 11014 Morrison St. #206 North Hollywood, CA 91610
Current File #20110335881
Date: 3/3/2011
Published: 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012, 142

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2012020489
Date Filed: 02/06/2012
Name of Business: VTR (VIDEO TV REPAIR), 28436 Roadside Drive Agoura Hills, CA 91301
Registered Owner: SABINA JACOBS. 5236 Colodny Drive #102 Agoura Hills, CA 91301
Current File #20071677761
Date: 7/16/2007
Published: 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012, 141

Department of Alcoholic Beverage Control
888 S. Figueroa St.
Los Angeles, CA 90017
(213) 833-6043

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: FEBRUARY 1, 2012
To Whom It May Concern:
The Name(s) of the Applicant(s) is/are: CHIPOTLE MEXICAN GRILL
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at:
475 N BEVERLY DR
BEVERLY HILLS, CA 90210-4606
Type of License(s) Applied for: 41 - ON-SALE BEER AND WINE - EATING PLACE
Department of Alcoholic Beverage Control 888 S. FIGUEROA ST, STE 320, LOS ANGELES, CA 90017 (213) 833-6043
LA1092079 BH WEEKLY 2/9, 16, 23, 2012

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: FEBRUARY 1, 2012
To Whom It May Concern:
The Name(s) of the Applicant(s) is/are: CHIPOTLE MEXICAN GRILL
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at:
7101 MELROSE AVE
LOS ANGELES, CA 90046
Type of License(s) Applied for: 41 - ON-SALE BEER AND WINE - EATING PLACE
Department of Alcoholic Beverage Control 888 S. FIGUEROA ST, STE 320, LOS ANGELES, CA 90017 (213) 833-6043
LA1092080 BH WEEKLY 2/9, 16, 23, 2012

FILE NO. 2012 0192986
FICTITIOUS BUSINESS NAME STATEMENT
TYPE OF FILING: ORIGINAL
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: STUDIO W, 3545 MOTOR AVE, 3RD FLR, LOS ANGELES, CA 90034 county of: LOS ANGELES. The full name of registrant(s) is/are: WOWIO, INC., (TEXAS), 3545 MOTOR AVE, 3RD FLR, LOS ANGELES, CA 90034. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/ names listed above on: N/A. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ WOWIO, INC., BV. DIANA URREGO, ASSISTANT SECRETARY
This statement was filed with the County Clerk of LOS ANGELES County on FEB 03 2012 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED WITH THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED 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).
LA1091247 BH WEEKLY 2/9,16,23 3/1 2012

FICTITIOUS BUSINESS NAME STATEMENT: 2012016913: The following person(s) is/are doing business as ARSEN FIRE PROTECTION. 7638 Beltaire St. N. Hollywood, CA 91605. ARSEN GIMROYAN. 7638 Beltaire St. N. Hollywood, CA 91605. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Arsen Gimroyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 143

FICTITIOUS BUSINESS NAME STATEMENT: 2012016913: The following person(s) is/are doing business as NOVEL SENIOR CARE SERVICES. 9135 Langdon Ave. North Hills, CA 91343. AVELINA B. DIAZ; SUZANA M. DAVID. 9135Langdon Ave. North Hills, CA 91343. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Avelina B. Diaz, Partner. This statement is filed with the County Clerk of Los Angeles County on: 1/31/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 144

FICTITIOUS BUSINESS NAME STATEMENT: 2012016910: The following person(s) is/are doing business as ROMY LOVE. 3615 Hayvenhurst Ave. Encino, CA 91436. ODELLA BUSTENWYAN. 3615 Hayvenhurst Ave. Encino, CA 91436. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Odella Bustenwyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/31/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 145

FICTITIOUS BUSINESS NAME STATEMENT: 2012016909: The following person(s) is/are doing business as MAGNOLIA SMOKE SHOP. 12464 Magnolia Blvd. Valley Village, CA 91607. ARTIOM ALABIDKJIAN. 5645 Woodman Ave. Van Nuys, CA 91401. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Artiom Alabidkian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/31/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 146

FICTITIOUS BUSINESS NAME STATEMENT: 2012018437: The following person(s) is/are doing business as JOI PRODUCTIONS. 8435 Columbus Ave. #9 North Hills, CA 91343. BRITTANY J. PIERCE. 8435 Columbus Ave. #9 North Hills, CA 91343. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Brittany Pierce, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/1/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 147

FICTITIOUS BUSINESS NAME STATEMENT: 2012019741: The following person(s) is/are doing business as STARS & STRIPES AUTO SERVICES, INC. 7755 Sepulveda Blvd. Unit 5 Van Nuys, CA 91405. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: 8/1/78 Signed: Arlayan Avelingyan, President. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/09/2012, 2/16/2012, 2/23/2012, 3/1/2012 148

business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 148

FICTITIOUS BUSINESS NAME STATEMENT: 2012019983: The following person(s) is/are doing business as SOLUTIONS FOR YOUR NEEDS. 3425 E. 1st St. Los Angeles, CA 90063. LULITO SERVICIOS, INC. 8011 Canby Ave. #4 Reseda, CA 91335. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Luz Gomez, Secretary. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 149

FICTITIOUS BUSINESS NAME STATEMENT: 2012020103: The following person(s) is/are doing business as ACROPOLIS MORTGAGE COMPANY; VRF FINANCIAL GROUP; PORTER RANCH REALTY; CAMBRIDGE SCHOOL OF REAL ESTATE. 11348 Santini Lane Porter Ranch, CA 91326. VICTOR R. FLORIAN. 11348 Santini Lane Porter Ranch, CA 91326. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 3/27/01 Signed: Victor Raul Florian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 150

FICTITIOUS BUSINESS NAME STATEMENT: 2012020295: The following person(s) is/are doing business as T.G.AUTO BODY + PAINT. 8616 Lankershim Blvd. Sun Valley, CA 91352. SOUZAN KAZILGOLHI. 8442 Petra Luma Dr. Sun Valley, CA 91352. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Souzan Kazilgolhi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 151

FICTITIOUS BUSINESS NAME STATEMENT: 2012020271: The following person(s) is/are doing business as EDO & GOR; 3D RACE TOY. 7130 Fulton Ave. #28 North Hollywood, CA 91605. GOR VURDANYAN; EDGAR JAOVANY. 7130 Fulton Ave. #28 North Hollywood, CA 91605. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Souzan Kazilgolhi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 152

FICTITIOUS BUSINESS NAME STATEMENT: 2012020150: The following person(s) is/are doing business as SHINING MANDAL. 5736 Virginia Ave. #4 Los Angeles, CA 90038. MARIA ALVARADO. 5736 Virginia Ave. #4 Los Angeles, CA 90038. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Maria Alvarado, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 153

FICTITIOUS BUSINESS NAME STATEMENT: 2012019655: The following person(s) is/are doing business as JACK PC TECH. 9545 Sepulveda Blvd. Unit 2 North Hills, CA 91343. JACEK LINKIEWICZ. 9545 Sepulveda Blvd. Unit 2 North Hills, CA 91343. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Jacek Linkiewicz, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 154

FICTITIOUS BUSINESS NAME STATEMENT: 2012019630: The following person(s) is/are doing business as SOCIAL INSURANCE SERVICES. 700 Orange Grove Unit #37 Glendale, CA 91205. ERIK ZAKANI. 700 Orange Grove Unit #37 Glendale, CA 91205. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Erik Zakani, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 155

FICTITIOUS BUSINESS NAME STATEMENT: 2012019588: The following person(s) is/are doing business as ROCK DOG AND CAT. 1916 W. Colorado Blvd. Los Angeles, CA 90041. PETER H. BERMAN; TERESA A. APOLLO. 838 Cresthaven Dr. Los Angeles, CA 90042. The business is conducted by: Husband and Wife has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Peter H. Berman, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/3/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 156

FICTITIOUS BUSINESS NAME STATEMENT: 2012011990: The following person(s) is/are doing business as PRIYAN JEWEL CRAFT SERVICES. 411 W. 7th St. Suite 505 Los Angeles, CA 90014

County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 178

FICTITIOUS BUSINESS NAME STATEMENT: 2012016553: The following person(s) is/are doing business as S N T. 21781 Ventura Blvd. #532 Woodland Hills, CA 91364. SHANNI N. TAL. 21781 Ventura Blvd. #532 Woodland Hills, CA 91364. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 1/30/12 Signed: Shanni N. Tal, President/ Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 179

FICTITIOUS BUSINESS NAME STATEMENT: 2012016507: The following person(s) is/are doing business as G/E Communications. 12411 Osborne St. #6 Pacoima, CA 91331. GREGG ELLIS. 12411 Osborne St. #6 Pacoima, CA 91331. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Gregg Ellis, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 180

FICTITIOUS BUSINESS NAME STATEMENT: 2012016025: The following person(s) is/are doing business as ALL THERMATIC. 433 N. Camden Dr. #400-125, Beverly Hills, CA 90210. JAMES FLAMBERG. 103 Rockview Irvine, CA 92612. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: James Flamberg, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 181

FICTITIOUS BUSINESS NAME STATEMENT: 2012016461: The following person(s) is/are doing business as J/L LAMMWOOD SHOP. 8893 Laurel Canyon Blvd. San Valley, CA 91352. JOE ZEPEDA. 8893 Laurel Canyon Blvd. San Valley, CA 91352. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 1/3/12 Signed: Jose Zepeda, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 182

FICTITIOUS BUSINESS NAME STATEMENT: 2012016447: The following person(s) is/are doing business as YES SIGNS AND BANNERS. 4023 W. Burbank Blvd. Burbank, CA 91505. AI#0N C434474. GOLDLINE INVESTMENT ENTERPRISES, INC. 4023 W. Burbank Blvd. Burbank, CA 91505. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: N/A Signed: AI#0N C434474, President. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 183

FICTITIOUS BUSINESS NAME STATEMENT: 2012016365: The following person(s) is/are doing business as JAH MUSIC LESSONS. 16341 Sherman Way Blvd. #214 Reseda, CA 91335. ADAN RODRIGUEZ. CECILIA RODRIGUEZ. 2018 Longwood Ave. #1 Los Angeles, CA 90016. The business is conducted by: Husband and Wife has begun to transact business under the fictitious business name or names listed here on: 1/30/12 Signed: Adan Rodriguez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 184

FICTITIOUS BUSINESS NAME STATEMENT: 2012016333: The following person(s) is/are doing business as ASIAN CREATION. 1601 Ocean Front Walk #57 Venice, CA 90291. MOR OSHRI. 1476 Van Nuys Blvd. Van Nuys, CA 91416. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Mor Oshri, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 185

FICTITIOUS BUSINESS NAME STATEMENT: 2012016320: The following person(s) is/are doing business as DREAM BENDERS PRODUCTIONS. 1014 S. Bruce Lane Apt. B Burbank, CA 91502. ROYA ARYANPAA. 1014 S. Bruce Lane Apt. B Burbank, CA 91502. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Roya Aryanpaa, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 186

FICTITIOUS BUSINESS NAME STATEMENT: 2012016476: The following person(s) is/are doing business as FOX TITLE LAND. 15316 Vanowen St. Van Nuys, CA 91416. NET CORP FUNDING GROUP INC. 15316 Vanowen St. Van Nuys, CA 91406. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Sohrab Barahmand, Officer. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 187

FICTITIOUS BUSINESS NAME STATEMENT: 2012016293: The following person(s) is/are doing business as ALLEN BIMMER AUTO REPAIR. 12065 Brandford St. #14 Sun Valley, CA 91352. ASHOT ZARGARYAN. 1804 Rosita Ave. Burbank, CA 91504. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Ashot Zargaryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 188

FICTITIOUS BUSINESS NAME STATEMENT: 2012016260: The following person(s) is/are doing business as FELICIOUS SERVICES. 7420 Corbin Ave. Unit #24 Reseda, CA 91355. FELICIOUS BARBULESCU. 7420 Corbin Ave. Unit #24 Reseda, CA 91355. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Felicious Barbulescu, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 189

FICTITIOUS BUSINESS NAME STATEMENT: 2012016228: The following person(s) is/are doing business as WINCZ GN WILD. 6000 Reseda Blvd. Unit G Reseda, CA 91335. MENA RIZK. FADY SHALABY. 20353 Saticoy St. Apt. #18 Winnetka, CA 91301. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 190

FICTITIOUS BUSINESS NAME STATEMENT: 2012016223: The following person(s) is/are doing business as S-TEAM PRODUCTIONS. 1210 E. Palmer Ave. Glendale, CA 91205. STEPHEN MICHAEL SCHWARTZ. 1210 E. Palmer Ave. Glendale, CA 91205. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Stephen M. Schwartz, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 191

FICTITIOUS BUSINESS NAME STATEMENT: 2012016200: The following person(s) is/are doing business as SUSHI EX. 20935 Vanowen St. #102 Canoga Park, CA 91303. TSURUO MIKOSHOJI. 10201 Mason Ave. #125 Chatsworth, CA 91311. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 1/30/12 Signed: Stephen M. Schwartz, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 192

FICTITIOUS BUSINESS NAME STATEMENT: 2012016068: The following person(s) is/are doing business as WEST VALLEY CLUB SERVICE. 7365 Lennox Ave. #207 Van Nuys, CA 91405. ELHAM HASHEMI. 7365 Lennox Ave. #207 Van Nuys, CA 91405. The business is conducted

by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Elham Hashemi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/30/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 193

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2012016738
Date Filed: 1/30/2012
Name of Business:
Registered Owner:
Current File #:
Date:
Published: 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 194

FICTITIOUS BUSINESS NAME STATEMENT: 201201967: The following person(s) is/are doing business as PERFECT WEDDINGS. 7947 Reseda Blvd. #37 Reseda, CA 91335. GAJIA YOON. 7947 Reseda Blvd. #37 Reseda, CA 91335. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Gajia Yoon, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/27/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 195

FICTITIOUS BUSINESS NAME STATEMENT: 2012015635: The following person(s) is/are doing business as CULTURED CLEAN. 5405 Wilshire Blvd. #304, Los Angeles, CA 90036. ALEXANDER S. PARK. 5405 Wilshire Blvd. #304, Los Angeles, CA 90036. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Alexander Park, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/07/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012 196
NOTICE TO CREDITORS OF BULK SALE
(SECS. 6104, 6105 U.C.C.)
Estate of No. 2012017696
THIS IS HEREBY GIVEN to creditors of the within named seller that a bulk sale is about to be made of the assets described below. The name(s) and business address(es) of the seller(s) are: SUNSET HOSPITALITY GROUP LLC, 12700 VENTURA BLVD, STE 400, STUDIO CITY, CA 91604

The location in California of the Chief Executive Office of the seller is: SAME
As listed by the seller, all other business names and addresses used by the seller within three years before the date such bill was sent or delivered to the buyer are: NONE
The name(s) and business address(es) of the buyer(s) are: DBD J LLC, 8017 HIGHLAND TRAIL, LOS ANGELES, CA 90446
The assets being sold are described in general as: GOODWILL, FURNITURE, FIXTURES & EQUIPMENT which are located at: 9229 W. SUNSET BLVD, GROUND FLOOR, WEST HOLLYWOOD, CA 90069
The business name used by the seller at that location is : TROUSDALE
The anticipated sale date is MARCH 6, 2012 at the office of: CALIFORNIA BUSINESS ESCROW, INC, 1748 MAIN ST, ESCALON, CA 95320
The bulk sale is subject to California Uniform Commercial Code Section 6106.2. If so subject, the name and address of the person with whom claims may be filed is: CALIFORNIA BUSINESS ESCROW, INC, 1748 MAIN ST, ESCALON, CA 95320, and the last day for filing claims by a creditor shall be MARCH 5, 2012, which is the business day before the anticipated sale date specified above.
DATED: JANUARY 26, 2012
DBD J LLC, Buyer(s)
LA1094742 BH WEEKLY 2/16/12

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: FEBRUARY 6, 2012
To Whom It May Concern:
The Name(s) of the Applicant(s) is/are: VITAL ENERGY GASTRONOMY LLC
The applicant(s) listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at:
416 CANON DR
STE D
BEVERLY HILLS, CA 90210
Type of License(s) Applied for: 41 - ON-SALE BEER AND WINE - EATING PLACE
Department of Alcoholic Beverage Control 888 S. FIGUEROA ST, STE 320, LOS ANGELES, CA 90017 (213) 833-6043
LA1093853 BH WEEKLY 2/16, 23, 3/1, 2 012

FILE NO. 2012 022232
FICTITIOUS BUSINESS NAME STATEMENT
TYPE OF FILING: ORIGINAL
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FISK IT PLUMBING, 2215 S LA BREA AVE, LOS ANGELES, CA 90016 county of: LOS ANGELES. The full name of registrant(s) is/are: JET SPEED PLUMBING INC, [CALIFORNIA], 25016 NARBONNE AVE, LOMITA, CA 90717. This business is being conducted by a/an: CORPORATION. The registrant commenced here on: N/A Signed: Fisk It Plumbing, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/7/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 209

FICTITIOUS BUSINESS NAME STATEMENT
TYPE OF FILING: ORIGINAL
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SPRING GRILL, 333 S. SPRING ST, #E9, LOS ANGELES, CA 90013 county of: LOS ANGELES. The full name of registrant(s) is/are: MI JUN JEONG LEE, 1500 HICKORY AVE, #241, TORRANCE, CA 90503. 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/ JET SPEED PLUMBING INC BY: REZA VANDI, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on FEB 08 2012 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 in violation of the rights of another under federal, state, or common law (see Section 14411 et seq., Business and Professions Code).
LA1091766 BH WEEKLY 2/16, 23, 3/1, 8, 2012
FILE NO. 2012 022231

FICTITIOUS BUSINESS NAME STATEMENT: 2012011363: The following person(s) is/are doing business as TRIMAX REALTY & LOAN. 8370 Wilshire Blvd. Suite 230 Beverly Hills, CA 90221. AI#0N 27-381930. TRIMAX LOAN, INC. 8370 Wilshire Blvd. Suite 230 Beverly Hills, CA 90221. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Fred Nabati, President. This statement is filed with the County Clerk of Los Angeles County on: 1/20/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 197

FICTITIOUS BUSINESS NAME STATEMENT: 2012024765: The following person(s) is/are doing business as ALFARO HOLTEC COMPANY. 14725 Oxnard St. Van Nuys, CA 91411. MARTA J. ALFARO RODRIGUEZ. 14209 Vanowen St. #114 Van Nuys, CA 91405. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Marta J. Alfaro Rodriguez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/10/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 198

FICTITIOUS BUSINESS NAME STATEMENT: 2012024764: The following person(s) is/are doing business as BEL-AIRE THE MUSIC MAN. 14036 Wagon Mount Rd. Sylmar, CA 91342. STEPHEN D. BELL. 14036 Wagon Mount Rd. Sylmar, CA 91342. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Stephen D. Bell, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/10/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 199

FICTITIOUS BUSINESS NAME STATEMENT: 2012024477: The following person(s) is/are doing business as MRS. CLAREN. 23515 Lyons Ave. #301 Palmdale, CA 91355. LISA MARIE HOWARD. 1020 12th St. #207 Santa Monica, CA 90406; HIFA BOLOORI. 23515 Lyons Ave. #301 Palmdale, CA 91355. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Hifa Boolori, General Partner. This statement is filed with the County Clerk of Los Angeles County on: 2/10/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 200

FICTITIOUS BUSINESS NAME STATEMENT: 2012011406: The following person(s) is/are doing business as C & F MOTOR SPORT. 11881 Wheeler Ave. Lake View Terrace, CA 91342. FELIPE JESUS PEREZ. 11881 Wheeler Ave. Lake View Terrace, CA 91342; CARLOS A. LOPEZ. 9801 Comanche Ave. Chatsworth, CA 91342. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Felipe J. Perez, Partner. This statement is filed with the County Clerk of Los

Angeles County on: 1/20/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 201

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2012016738
Date Filed: 1/30/2012
Name of Business:
Registered Owner:
Current File #:
Date:
Published: 2/16/2012, 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012, 202

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2012016738
Date Filed: 1/30/2012
Name of Business: DIZANY SHOP. 3732 San Fernando Rd. Glendale, CA 91204.
Registered Owner: ARAKSI MANZINYAN. 4142 Prospect Ave. Los Angeles, CA 90027.
Current File #20071667419
Date: 07/13/2007
Published: 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012, 203

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2012017696
Date Filed: 02/01/2012
Name of Business: G.E COMMUNICATION. 12411 Osborne St. #6 Pacoima, CA 91331.
Registered Owner: GREG ELLIS. 12411 Osborne St. #6 Pacoima, CA 91331.
Current File #2012016507
Date: 1/30/12
Published: 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012, 204

FICTITIOUS BUSINESS NAME STATEMENT: 2012020389: The following person(s) is/are doing business as PLATINUM IT SERVICES. 3514 Greenfield Ave. Los Angeles, CA 90034. MASSOUD KHANMALKI. 3514 Greenfield Ave. Los Angeles, CA 90034; NADER KESHMIRI. 14007 Palawan Way #17 Marina Del Ray, CA 90292. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: 2/1/2012 Signed: Massoud Khanmalki, Partner. This statement is filed with the County Clerk of Los Angeles County on: 2/6/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 205

FICTITIOUS BUSINESS NAME STATEMENT: 2012016912: The following person(s) is/are doing business as HOMELITE CONSTRUCTION. 225 E. Broadway #106C Glendale, CA 91205. CUIK HAMBARSORIAN. 1259 Alameda Ave. Glendale, CA 91201. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Hovik Hambarsorian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/31/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 206

FICTITIOUS BUSINESS NAME STATEMENT: 2012020437: The following person(s) is/are doing business as CARCAMO'S POOL SERVICE. 6857 Baird Ave. #104 Reseda, CA 91335; PO Box 261654 Encino, CA 91426. NICHOLAS CARCAMO. 6857 Baird Ave. #104 Reseda, CA 91335. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: June 2003 Signed: Nicholas Carcamo, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/6/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 207

FICTITIOUS BUSINESS NAME STATEMENT: 2012020556: The following person(s) is/are doing business as POOJA SHAH, PSYD. 11 W. Lexington Dr. Suite 4000 Glendale, CA 91203. POOJA SHAH. 16350 Ventura Blvd. #405 Encino, CA 91436. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Pooja Shah, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/6/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 208

FICTITIOUS BUSINESS NAME STATEMENT: 2012021190: The following person(s) is/are doing business as OVERSTOCKHUNT.COM. 2770 Leonis Blvd. #201 Vernon, CA 90058. FARHAD KANGAVARY. 4807 Woodley Ave. #302 Encino, CA 91436. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Farhad Kangavary, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/7/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 209

FICTITIOUS BUSINESS NAME STATEMENT: 2012010712: The following person(s) is/are doing business as MEDTRANS. 14560 Clark St. #201 Sherman Oaks, CA 91411. IGOR BELOBODOV. 14560 Clark St. #201 Sherman Oaks, CA 91411. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 1/19/12 Signed: Igor Beloborodov, Owner. This statement is filed with the County Clerk of Los Angeles County on: 1/19/12. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 210

FICTITIOUS BUSINESS NAME STATEMENT: 2012021232: The following person(s) is/are doing business as MAGNETIK PHOTOS. 5460 White Oak Ave. Unit#E129 Encino, CA 91316. SIBAY HARARI. 5460 White Oak Ave. Unit#E129 Encino, CA 91316. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Sibay Harari, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/7/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 211

FICTITIOUS BUSINESS NAME STATEMENT: 201202187: The following person(s) is/are doing business as SIMPLE LIFE APPAREL; SIMPLE LIFE.

County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 231

FICTITIOUS BUSINESS NAME STATEMENT: 2012025153: The following person(s) is/are doing business as MAIMONITIES PRODUCTS. 18375 Ventura Blvd. #444 Tarzana, CA 91356. MAIMON BEN HAMU, 6501 Valandien Ave. #3 Reseda, CA 91335. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Maimon Ben Hamu, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 232

FICTITIOUS BUSINESS NAME STATEMENT: 2012025246: The following person(s) is/are doing business as DLR PROCESSING; DIAMOND LUXURY RENTAL CARE. 6301 De Soto Ave. #317 Woodland Hills, CA 91367. KELLY PARKER, 6301 De Soto Ave. #317 Woodland Hills, CA 91367. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Kelly Parker, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 233

FICTITIOUS BUSINESS NAME STATEMENT: 2012025046: The following person(s) is/are doing business as MASTER NORIK. 1123 Allen Ave. #18 Glendale, CA 91201. NORIK HAKOBYAN, 1123 Allen Ave. #18 Glendale, CA 91201. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Norik Hakobyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 234

FICTITIOUS BUSINESS NAME STATEMENT: 2012025206: The following person(s) is/are doing business as MERICO JEWELRY. 629 S. Hill St. #714 Los Angeles, CA 90014. DAVIT PALAZYAN, 7025 Woodman Ave. #27 Van Nuys, CA 91405. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 2009 Signed: Davit Palazyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 235

FICTITIOUS BUSINESS NAME STATEMENT: 2012025262: The following person(s) is/are doing business as CRISTO & ERNESTO TRUCKING. 8323 Willis Ave. #6 Panorama City, CA 91402. YAMILLO ERNESTO NUNEZ FERRERA, 8323 Willis Ave. #6 Panorama City, CA 91402. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: 04/25/2004 Signed: Yamillo Ernesto Nunez Ferrer, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 236

FICTITIOUS BUSINESS NAME STATEMENT: 2012025205: The following person(s) is/are doing business as MARY JEWELRY. 629 S. Hill St. #714 Los Angeles, CA 90014. GRIGOR GRIGORYAN, 140 N. Hayworth Ave. #3 Los Angeles, CA 90048. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Grigor Grigoryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 237

FICTITIOUS BUSINESS NAME STATEMENT: 2012025324: The following person(s) is/are doing business as DAVIS PARALEGAL SERVICES. 14333 Van Nuys Blvd. #45 Arleta, CA 91931. GLEN A. DAVIS, 14333 Van Nuys Blvd. #45 Arleta, CA 91931. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Glen A. Davis, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 238

FICTITIOUS BUSINESS NAME STATEMENT: 2012025982: The following person(s) is/are doing business as SM GLOBAL ENTERPRISES. 17216 Satcoy St. Ste 248 Van Nuys, CA 91406. SHANT MAHSEREJIAN, 6633 Bianca Ave. Lake Balboa, CA 91406. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Shant Mahserjyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/13/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 239

FICTITIOUS BUSINESS NAME STATEMENT: 2012026070: The following person(s) is/are doing business as AUTO LOGIC. 7833 Sepulveda Blvd. Unit X Van Nuys, CA 91405. DAVID JAI HAN, 10922 Rathburn Ave. Porter Ranch, CA 91326. JONATHAN INKUL LEE, 18779 Willowtree Ln. Northridge, CA 91326. The business is conducted by: A General Partnership has begun to transact business under the fictitious business name or names listed here on: N/A Signed: David Jai Han, Partner. This statement is filed with the County Clerk of Los Angeles County on: 2/15/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 240

FICTITIOUS BUSINESS NAME STATEMENT: 2012026065: The following person(s) is/are doing business as AGE VISION. 940 W. Alameda Ave. Burbank, CA 91506. EDGAR YEDIQARYAN, 500 Ivy St. Glendale, CA 91204. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Edgar Yediqaryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 2/15/2012. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 2/23/2012, 3/1/2012, 3/8/2012, 3/15/2012 241

FILE NO. 2012 026617
FICTITIOUS BUSINESS NAME STATEMENT
TYPE OF FILING: ORIGINAL
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PICO SHELL & CARWASH, 1303 E. WESTERN AVE, LOS ANGELES, CA 90006 county of: LOS ANGELES. The full name of registrant is: PICO SHELL & CARWASH, 1303 E. WESTERN AVE, LOS ANGELES, CA 90006, 101, SANTA MONICA, CA 90404, CALIFORNIA. This business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
s/ M & S OIL CORPORATION BY: SOHEIR YOUSSEF MOUSSA, PRESIDENT/SEC.
This statement was filed with the County Clerk of LOS ANGELES County on FEB 16 2012 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).
LA1094398 BH WEEKLY 2/23, 3/1, 8, 15, 2012

NOTICE OF PETITION TO ADMINISTER ESTATE OF:
WALTER E. FOX
CASE NO. BP132875
To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of WALTER E. FOX. A PETITION FOR PROBATE has been filed by BARBARA MILLER in the Superior Court of California, County of LOS ANGELES. THE PETITION FOR PROBATE requests that BARBARA MILLER be appointed as personal representative to administer the estate of the decedent. THE PETITION requests the decedent's WILL and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court. THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act

. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority. A HEARING on the petition will be held in this court as follows: 03/08/12 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 RICHARD A. STONE, ESQ. SBN 25797 - LAW OFFICES OF RICHARD A. STONE 433 N CAMDEN DR #888 BEVERLY HILLS CA 90210 2/9, 2/16, 2/23/12 CNS-2255464#

NOTICE OF TRUSTEE'S SALE Trustee's Sale No. 05-FSS-98697 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 8/5/2005. 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. On March 1, 2012, at 11:00 AM, BEHIND THE FOUNTAIN LOCATED IN CIVIC CENTER PLAZA, 400 CIVIC CENTER PLAZA, in the City of POMONA, County of LOS ANGELES, State of CALIFORNIA, REGIONAL SERVICE CORPORATION, a California corporation, as duly appointed Trustee under that certain Deed of Trust executed by CAROLYN CHIAPPELLI, A SINGLE WOMAN, as Trustors, recorded on 8/15/2005, as Instrument No. 05 1945613, of Official Records in the office of the Recorder of LOS ANGELES County, State of CALIFORNIA, under the power of sale therein contained, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER, for cash, or cashier's check (payable at the time of sale in lawful money of the United States) without warranty express or implied as to title, use, possession or encumbrances, all right, title and interest conveyed to and now held by it as such Trustee, in and to the following described property situated in the aforesaid County and State, to-wit: TAX PARCEL NO. 4383-007-002 From information which the Trustee deems reliable, but for which Trustee makes no representation or warranty, the street address or other common designation of the above described property is purported to be 9882 PORTOLA DRIVE , BEVERLY HILLS, CA 90210. Said property is being sold for the purpose of paying the obligations secured by said Deed of Trust, including fees and expenses of sale. The total amount of the unpaid principal balance, interest thereon, together with reasonably estimated costs, expenses and advances at the time of the initial publication of the Notice of Trustee's Sale is \$645,419.14. 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 or more 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 or the borrower has surrendered the property to the mortgagee, trustee, beneficiary, or authorized agent and that the compliance with Civil Code Section 2923.5 was made at least thirty (30) days prior to the date of this Notice of Sale. ASAP# 4189232 02/09/2012, 02/16/2012, 02/23/2012

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 454081CA Loan No. 3010775579 Title Order No. 973351 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 10-25-2006. 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 03-01-2012 at 11:00 A.M., CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 10-31-2006, Book N/A, Page N/A, Instrument 06 2411483, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: KATHERINE BARRESE, A SINGLE WOMAN AND SASHA BARRESE, A SINGLE WOMAN, MOTHER AND DAUGHTER, AS JOINT TEANANTS 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: BY THE FOUNTAIN LOCATED AT 400 CIVIC CENTER PLAZA, POMONA, CA 91766. Legal Description: LOT 6, IN BLOCK J, OF TRACT NO. 5105, IN THE CITY OF WEST HOLLYWOOD, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 61 PAGES 68 AND 69 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. Amount of unpaid balance and other charges: \$1,566,428.00 (estimated) Street address and other common designation of the real property: 540 WESTMOUNT DRIVE WEST HOLLYWOOD, CA 90048 APN Number: 4337-009-022 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: 02-09-2012 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# 4189698 02/09/2012, 02/16/2012, 02/23/2012

NOTICE OF PETITION TO ADMINISTER ESTATE OF:
IRENE KRAMER
CASE NO. SP008761
To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of IRENE KRAMER. A PETITION FOR PROBATE has been filed by SETH KRAMER in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that SETH KRAMER 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: 02/24/12 at 9:00AM in Dept. A located at 1725 Main St., Santa Monica, CA 90401

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above. YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk. Attorney for Petitioner DOMINIQUE Y. TAUZIN SBN 217334 2999 OVERLAND AVE. STE 207A LOS ANGELES CA 90064 2/9, 2/16, 2/23/12 CNS-2253954#

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 11-0203-CA Loan No. 210127019 Title Order No. 5903314 APN : 4330-033-051 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 07-31-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 03-08-2012 at 11:00 A.M., ROBERT E. WEISS INCORPORATED as the duly appointed trustee under and pursuant to deed of trust recorded 08-06-2007, book , page , instrument 20071847027 of official records in the office of the recorder of LOS ANGELES county, California, executed by: ANNIE MARIE STIRLING, A SINGLE WOMAN, as Trustor, NCB, FSB, 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. place of sale: By the fountain located at 400 Civic Center Plaza, Pomona, CA 91766 all right, title and interest conveyed to and now held by it under said deed of trust in the property situated in said county, California describing the land therein: AS MORE FULLY DESCRIBED ON SAID DEED OF TRUST AND PERSONAL PROPERTY INCLUDING THE COOPERATIVE MEMBERSHIP CERTIFICATE AND ASSIGNMENT OF THE LEASEHOLD INTEREST The property heretofore described is being sold "as is". The street address and other common designation, if any, of the real property described above is purported to be: 404 S. ELM DR. BEVERLY HILLS, CA 90212 THE ESTATE OR INTEREST IN LAND TO BE CONVEYED IN THIS FORECLOSURE IS A CO-OPERATIVE LEASEHOLD. ANY PURCHASER AT AUCTION MAY BE REQUIRED TO PAY A SUBSTANTIAL CO-OPERATIVE MEMBERSHIP FEE AND COMPLY WITH OTHER INSPECTION AND MEMBERSHIP REQUIREMENTS OF THE CO-OPERATIVE ASSOCIATION. THE BENEFICIARY DOES NOT WARRANT OR REPRESENT THAT A PURCHASER WILL BE QUALIFIED AS A MEMBER OF THE CO-OPERATIVE. The undersigned trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said 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 thereon, as provided in said not(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the trustee and of the trusts created by said deed of trust, to wit: amount of unpaid balance and other charges: \$590,197.08 (estimated). Accrued interest and additional advances, if any, will increase this figure prior to sale. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a Written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located and more than three months have elapsed since such recordation. DATE: February 01, 2012 ROBERT E. WEISS INCORPORATED, As Trustee ATTN: FORECLOSURE DEPARTMENT 920 VILLAGE OAKS DRIVE COVINA CA 91724 (626)967-4302 CRIS A KLINGERMAN, ESQ. FOR SALE INFORMATION: www.lpsasap.com or (714) 730-2727 WE ARE ATTEMPTING TO COLLECT A DEBT, AND ANY INFORMATION WE OBTAIN WILL BE USED FOR THAT PURPOSE ASAP# 4190640 02/09/2012, 02/16/2012, 02/23/2012

T.S. No. T10-60053-CA / APN: 4387-022-021 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 12-02-2005. 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 a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to a Deed of Trust described below. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Pursuant to California Civil Code Section 2923.54 the undersigned, on behalf of the beneficiary, loan servicer, or authorized agent, declares as follows: [X] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed and [X] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or 2923.55 Trustor: BRAD G. JONES AND AILEEN A. JONES A/K/A AILEEN ALLADO-JONES, TRUSTEES OF THE JONES FAMILY TRUST DATED OCTOBER 22, 1999 Duty Appointed Trustee: CR Title Services, Inc. P.O. BOX 16128, TUCSON, AZ 85732-6128 866-702-9658 Recorded 12-13-2005 as Instrument No. 05 3052619 in book , page of Official Records in the office of the Recorder of LOS ANGELES County, California, Date of Sale:03-05-2012 at 9:00 AM Place of Sale: BEHIND THE FOUNTAIN LOCATED IN CIVIC CENTER PLAZA, 400 CIVIC CENTER PLAZA, POMONA, CA. 91766 Amount of unpaid balance and other charges: \$3,036,563.78 Street Address or other common designation of real property: 9650 CEDARBROOK DRIVE BEVERLY HILLS, CA 90210 A.P.N.: 4387-022-021 Legal Description: AS MORE FULLY DESCRIBED IN SAID DEED OF TRUST The undersigned Trustee disclaims any liability for any incorrectness of the street address or other common designation, if any, shown above. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the

date of first publication of this Notice of Sale. The Trustee shall incur no liability for any good faith error in stating the proper amount of unpaid balances and charges. For Sales Information please contact PRIORITY POSTING AND PUBLISHING at WWW.PRIORITYPOSTING.COM or (714) 573-1965. REINSTATEMENT LINE: 866-702-9658 Date: 02-09-2012 CR Title Services, Inc. P.O. BOX 16128 TUCSON, AZ 85732-6128 STEPHANIE ABCEDA, TRUSTEE SPECIALIST Federal Law requires us to notify you that we are acting as a debt collector. If you are currently in a bankruptcy or have received a discharge in bankruptcy as to this obligation, this communication is intended for informational purposes only and is not an attempt to collect a debt in violation of the automatic stay or the discharge injunction. P920647 2/9, 2/16, 02/23/2012

NOTICE OF TRUSTEE'S SALE TS No. CA-11-436809-LL Order No.: 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 of 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 of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 3/5/2012 at 11:00 AM Place of Sale: By the fountain located at 400 Civic Center Plaza, Pomona, CA 91766 Amount of unpaid balance and other charges: \$821,670.19 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 Mortgagor, 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.lpsasap.com Reinstatement Line: (866) 645-7711 Ext 5318 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# 4190735 02/09/2012, 02/16/2012, 02/23/2012

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 11-518436 INC Title Order No. 110529073-CA-BFI APN 4383-007-011 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 06/18/07. 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 02/29/12 at 11:00 am, Aztec Foreclosure Corporation as the duly appointed Trustee under and pursuant to the power of sale contained in that certain Deed of Trust Recorded on 06/22/07 in Instrument No. 20071503496 of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: Robert Kessler and Lynda Kessler, Husband and Wife as Community Property, as Trustor, in favor of Deutsche Bank National Trust Company, as Trustee of the IndyVlac INDX Mortgage Trust 2007-AR211P, Mortgage Pass-Through Certificates, Series 2007-AR211P under the Pooling and Servicing Agreement dated October 1, 2007, as Beneficiary, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH (payable at time of sale in lawful money of the United States, by cash, a cashier's check drawn by a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state), By the fountain located at 400 Civic Center Plaza, Pomona, CA 91766, all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated

in said County, California described as: 9848 PORTOLA DRIVE, BEVERLY HILLS, CA 90210 The property heretofore described is being sold "as is". The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said 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 said Deed of Trust, with interest thereon, as provided in said note(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to-wit: \$678,080.00 (Estimated) Accrued interest and additional advances, if any, will increase this figure prior to sale. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located and more than three months have elapsed since such recordation. Requirements of SB1137 have been met pursuant to the Notice of Sale Declaration of record. DATE: 2/1/12 Robbie Weaver Assistant Secretary & Assistant Vice President Aztec Foreclosure Corporation c/o 4665 MacArthur Court, Suite 250 Newport Beach, CA 92660 Phone: (866) 260-9285 or (602) 222-5711 Fax: (847)627-8803 www.aztectrustee.com For Trustee's Sale Information Call 714-730-2727 http://www.lpsasap.comASAP# 4192694 02/09/2012, 02/16/2012, 02/23/2012

Trustee Sale No. 247838CA Loan No. 3062949403 Title Order No. 723598 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 07-12-2006. 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 03-08-2012 at 9:00 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 07-18-2006, Book N/A, Page N/A, Instrument 06 1573849, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: ILANA RAYNES, AN UNMARRIED WOMAN, 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: BEHIND THE FOUNTAIN LOCATED IN CIVIC CENTER PLAZA, 400 CIVIC CENTER PLAZA, POMONA, CA Legal Description: As more fully described in said Deed of Trust Amount of unpaid balance and other charges: \$2,274,071.67 (estimated) Street address and other common designation of the real property: 12751 MULHOLLAND DRIVE BEVERLY HILLS, CA 90210 APN Number: 2385-023-003 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: 02-10-2012 CALIFORNIA RECONVEYANCE COMPANY, as Trustee BRENDA BATTEN, 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 P920374 2/16, 2/23, 03/01/2012

Trustee Sale No. 248397CA Loan No. 0710067034 Title Order No. 754214 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 11-25-2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 03-08-2012 at 9:00 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 12-02-2005, Book N/A, Page N/A, Instrument 05 2945180, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: FRED FARHAD RASHTI AND MAHNAZ RASHTI, HUSBAND AND WIFE AS JOINT TENANTS 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: BEHIND THE FOUNTAIN LOCATED IN CIVIC CENTER PLAZA, 400 CIVIC CENTER PLAZA, POMONA, CA Legal Description: As more fully described in said Deed of Trust Amount of unpaid balance and other charges: \$1,558,733.79 (estimated) Street address and other common designation of the real property: 439 S. SPALDING DRIVE BEVERLY HILLS, CA 90212 APN Number: 4330-002-001 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: 02-09-2012 CALIFORNIA RECONVEYANCE COMPANY, as Trustee FRED RESTREPO, 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 P920194 2/16, 2/23, 03/01/2012

NOTICE OF TRUSTEE'S SALE TS No. 10-0088393 Title Order No. 10-8-357276 Investor/Insurer No. 144893415 APN No. 4352-012-020 & 4350-016-011 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 09/26/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by PHYLLIS KATZ LEWINE, AND ROBERT LEWINE, WIFE AND HUSBAND AS JOINT TENANTS, dated 09/26/2006 and recorded 10/3/2006, as Instrument No. 06 2200766, in Book , Page), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 03/05/2012 at 11:00AM, By the fountain located at 400 Civic Center Plaza, Pomona, CA 91766 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 9360 READCREST DRIVE, BEVERLY HILLS, CA, 90210. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$4,505,950.86. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 11/05/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219. Sale Information (626) 927-4399 By: Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 4193349 02/09/2012, 02/16/2012, 02/23/2012

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: JANUARY 25, 2012
To Whom It May Concern:
The Name(s) of the Applicant(s) is/are: KHINDRA ENTERPRISES INC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at:

8222-1/2 W THIRD ST
LOS ANGELES, CA 90048-4303
Type of License(s) Applied for: 47 – ON-SALE GENERAL EATING PLACE
Department of Alcoholic Beverage Control 888 S. FIGUEROA ST, STE 320, LOS ANGELES, CA 90017 (213) 833-6043
LA1092832 BH WEEKLY 2/9, 16, 23, 2012

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 244304CA Loan No. 3012807966 Title Order No. 556154 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 02-08-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 03-08-2012 at 11:00 A.M., CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 02-23-2007, Book , Page , Instrument 20070392479 of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: HILDA N. SMITH, AN UNMARRIED WOMAN, 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: BY THE FOUNTAIN LOCATED AT 400 CIVIC CENTER PLAZA, POMONA, CA 91766. Legal Description: A CONDOMINIUM COMPRISED OF: PARCEL 1: THAT PORTION OF LOT(S) 1 OF TRACT NO. 46877, IN THE CITY OF WEST HOLLYWOOD, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA AS PER MAP RECORDED IN BOOK 1149 PAGE (S) 91 AND 92 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, SHOWN AND DEFINED AS UNIT 314 ON THE CONDOMINIUM PLAN RECORDED ON JULY 26, 1990 AS INSTRUMENT NO. 90-1306548, OFFICIAL RECORDS OF SAID COUNTY. PARCEL 2: AN UNDIVIDED 1/41ST INTEREST IN AND TO LOT 1 OF SAID TRACT NO. 46877, EXCEPT THEREFROM THOSE PORTIONS SHOWN AND DEFINED AS UNITS 101 THRU 103 INCLUSIVE, 105 THRU 107 INCLUSIVE, 201, 202, 205 THRU 210 INCLUSIVE, 212, 213, 215, 217,301 THRU 314, 317 INCLUSIVE, 408 THRU 410 INCLUSIVE, 412, 413 AND 415 THRU 417 INCLUSIVE ON SAID CONDOMINIUM PLAN. PARCEL 3: AN EXCLUSIVE USE COMMON AREA EASEMENT FOR PARKING SPACES PURPOSES ONLY, TO BE APPURTENANT TO PARCELS 1 AND 2 ABOVE, IN, OVER, ACROSS AND THROUGH THAT PORTION OF THE COMMON AREA CONSISTING OF 33P AND 34P AS SHOWN AND DEFINED ON SAID CONDOMINIUM PLAN. PARCEL 4: AN EXCLUSIVE USE COMMON AREA EASEMENT FOR STORAGE AREA PURPOSES ONLY, TO BE APPURTENANT TO PARCELS 1 AND 2 ABOVE, IN, OVER, ACROSS AND THROUGH THAT PORTION OF THE COMMON AREA CONSISTING OF 2S AS SHOWN AND DEFINED ON SAID CONDOMINIUM PLAN. PARCEL 5: AN EXCLUSIVE USE COMMON AREA EASEMENT FOR BALCONY, PATIO OR ROOF DECK PURPOSES ONLY, TO BE APPURTENANT TO PARCELS 1 AND 2 ABOVE, IN, OVER, ACROSS AND THROUGH THAT PORTION OF THE COMMON AREA CONSISTING OF 314C-1, 314C-2 AND 314C-3, AS SHOWN AND DEFINED ON SAID CONDOMINIUM PLAN. Amount of unpaid balance and other charges: \$739,685.92(estimated) Street address and other common designation of the real property: 930 NORTH DOHENY DRIVE #314 WEST HOLLYWOOD, CA 90069 APN Number: 4340-024-125 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: 02-10-2012 CALIFORNIA RECONVEYANCE COMPANY, as Trustee RIKKI JACOBS RIKKI JACOBS, ASSISTANT SECRETARY California Reconveyance Company 9200 Oakdale Avenue Mail Stop: CA2-4379 Chatsworth, CA 91311 800-892-6902 For Sales Information: CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. (714) 730-2727 or www.lpsasap.com (714) 573-1965 or www.priorityposting.com ASAP# 4188675 02/16/2012, 02/23/2012, 03/01/2012

Trustee Sale No. : 20100134006132 Title Order No.: 100760274 FHA/VA/PMI No.: NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 05/20/2005. 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. NDEX WEST, LLC, as duly appointed Trustee under and pursuant to Deed of Trust Recorded on 05/26/2005 as Instrument No. 05 1235138 of official records in the office of the County Recorder of LOS ANGELES County, State of CALIFORNIA. EXECUTED BY: DAVID A. ABAS, WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK/CASH EQUIVALENT or other form of payment authorized by 2924h(b), (payable at time of sale in lawful money of the United States). DATE OF SALE: 03/12/2012 TIME OF SALE: 09:00 AM PLACE OF SALE: BEHIND THE FOUNTAIN LOCATED IN CIVIC CENTER PLAZA, 400 CIVIC CENTER PLAZA POMONA, CA. STREET ADDRESS and other common designation, if any, of the real property described above is purported to be: 2787 ELLISON DRIVE, LOS ANGELES (BEVERLY HILLS), CALIFORNIA 90210 APN#: 4385-016-013 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said 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 said Deed of Trust, with interest thereon, as provided in said note(s), advances, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$1,321,200.15. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. PRIORITY POSTING & PUBLISHING, INC. 17501 IRVINE BLVD., SUITE ONE TUSTIN, CA 92780 714-573-1965 www.priorityposting.com NDex West, L.L.C. as Trustee Dated: 02/10/2012 NDex West, L.L.C. MAY BE ACTING AS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. P923316 2/16, 2/23, 03/01/2012

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 742853CA Loan No. 3014730455 Title Order No. 100391552-CA-MAI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 10-10-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 03-08-2012 at 11:00 A.M., CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 10-16-2007, Book , Page , Instrument 20072356075, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: VLADIMIR GLUKHOVSKY AND IRINA GLUKHOVSKY, HUSBAND AND WIFE AS JOINT TENANTS, as Trustor, OUR 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 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: BY THE FOUNTAIN LOCATED AT 400 CIVIC CENTER PLAZA, POMONA, CA 91766. Legal Description: THE EASTERLY 50 19 FEET OF LOT 94 AND 95, OF THE HOLLYWOOD VALLEY VIEW TRACT, IN THE CITY OF WEST HOLLYWOOD, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 10 PAGE(S) 192 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. EXCEPT THEREFROM THE NORTHERLY 5 FEET OF THE EASTERLY 50.19 FEET OF LOT 94, FOR STREET PURPOSES. Amount of unpaid balance and other charges: \$849,894.21 (estimated) Street address and other common designation of the real property: 7764 FOUNTAIN AVENUE WEST HOLLYWOOD, CA 90046 APN Number: 5530-003-003 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: 02-10-2012 CALIFORNIA RECONVEYANCE COMPANY, as Trustee BRENDA BATTEN, 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.ipsasap.com (714) 573-1965 or www.priorityposting.com ASAP# 4194999 02/16/2012, 02/23/2012, 03/01/2012

NOTICE OF TRUSTEE'S SALE TS No. 11-0131372 Title Order No. 11-0110993 Investor/Insurer No. 158311287 APN No. 4385-001-022 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 03/14/2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by CHARLES RUSSELL, AN UNMARRIED MAN, dated 03/14/2007 and recorded 3/30/2007, as Instrument No. 20070751579, in Book , Page), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 03/12/2012 at 11:00 AM, By the fountain located at 400 Civic Center Plaza, Pomona, CA 91766 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 3064 DEEP CANYON DRIVE, BEVERLY HILLS, CA, 90210. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$2,635,194.41. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 02/09/2012 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By: Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 4194773 02/16/2012, 02/23/2012, 03/01/2012

NOTICE OF PETITION TO ADMINISTER ESTATE OF: LOUIS L. BORICK CASE NO. BP132996 To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of LOUIS L. BORICK. A PETITION FOR PROBATE has been filed by STEVEN J. BORICK in the Superior Court of California, County of LOS ANGELES. THE PETITION FOR PROBATE requests that STEVEN J. BORICK be appointed as personal representative to administer the estate of the decedent. THE PETITION requests the decedent's WILL and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court. THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act . (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority. A HEARING on the petition will be held in this court as follows: 03/12/12 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 JAMES M. HASSAN SBN 057246 MUSICK PEELER & GARRETT LLP

ONE WILSHIRE BLVD #2000 LOS ANGELES CA 90017 2/16, 2/23, 3/1/12 CNS-2260947#

NOTICE OF TRUSTEE'S SALE TS No. 11-0134710 Title Order No. 11-0113964 Investor/Insurer No. 093253512 APN No. 4339-004-140 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 05/20/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by ROBERT J. FORD, A SINGLE MAN., dated 05/20/2005 and recorded 5/31/2005, as Instrument No. 05 1258065, in Book , Page), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 03/19/2012 at 11:00 AM, By the fountain located at 400 Civic Center Plaza, Pomona, CA 91766 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 8530 HOLLOWAY DRIVE #308, WEST HOLLYWOOD, CA, 90069. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$366,730.79. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 02/23/2012 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By: Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 4196092 02/23/2012, 03/01/2012, 03/08/2012

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 11042396 Loan No. 0056485659 Title Order No. 110527950CABFI APN 4328007026 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED June 30, 2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On March 14, 2012, at 11:00 AM, By the fountain located at 400 Civic Center Plaza, Pomona, CA 91766, FIDELITY NATIONAL TITLE INSURANCE COMPANY, as the duly appointed Trustee, under and pursuant to the power of sale contained in that certain Deed of Trust Recorded on July 12, 2005, as Instrument No. 05 1628357 of Official Records in the office of the Recorder of Los Angeles County, CA, executed by: MARC BRAL, A MARRIED PERSON, as Trustor, in favor of WELLS FARGO BANK NA, as Beneficiary, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER, in lawful money of the United States, all payable at the time of sale, that certain property situated in said County, California describing the land therein as: A CONDOMINIUM COMPRISED OF: PARCEL 1: AN UNDIVIDED 1.086 PERCENT INTEREST IN AND TO LOT 1 OF TRACT NO. 31578, IN THE CITY OF BEVERLY HILLS. COUNTY OF LOS ANGELES, STATE OF CALIFORNIA. AS PER MAP RECORDED IN BOOK 841 PAGES 31 AND 32 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. EXCEPT UNITS 1 TO 84 INCLUSIVE AS AS SHOWN AND DEFINED ON THE CONDOMINIUM PLAN RECORDED ON JANUARY 31, 1975 AS INSTRUMENT NO. 706, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. PARCEL 2: UNIT 5 AS SHOWN AND DEFINED ON THE CONDOMINIUM PLAN ABOVE MENTIONED. EXCEPT THEREFROM ALL GAS, OIL AND OTHER HYDROCARBON SUBSTANCES AND ALL OTHER MINERALS IN AND FROM SAID PROPERTY, WITHOUT THE RIGHT TO ENTER ON OR FROM THE SURFACE OF SAID PROPERTY, THE RIGHT TO ENTER THE SUBSURFACE OF SAID PROPERTY, WHICH IS ALSO RESERVED, SHALL BE AT ANY POINT BELOW A DEPTH OF 500 FEET FROM THE SURFACE THEREOF (MEASURED VERTICALLY FROM THE SURFACE THEREOF) IN ORDER TO TAKE FROM SAID PROPERTY AND REDUCE TO THEIR POSSESSION ANY OIL, GAS AND OTHER HYDROCARBON SUBSTANCES AND ALL OTHER MINERALS, BY DEED RECORDED FEBRUARY 14, 1975 AS INSTRUMENT NO. 3866. The property heretofore described is being sold "as is". The street address and other common designation, if any, of the real property described above is purported to be: 211 SOUTH SPALDING DR #104, BEVERLY HILLS, CA 902123622 The undersigned Trustee disclaims any liability for any incorrectness of

the street address and other common designation, if any, shown herein. Said sale will be made without covenant or warranty, express or implied, regarding title, possession, or encumbrances, to pay the remaining unpaid balance of the obligations secured by and pursuant to the power of sale contained in that certain Deed of Trust (together with any modifications thereto). The total amount of the unpaid balance of the obligations secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of this Notice of Trustee's Sale is estimated to be \$710,567.30 (Estimated), provided, however, prepayment premiums, accrued interest and advances will increase this figure prior to sale. Beneficiary's bid at said sale may include all or part of said amount. In addition to cash, the Trustee will accept a cashier's check drawn on a state or national bank, a check drawn by a state or federal credit union or a check drawn by a state or federal savings and loan association, savings association or savings bank specified in Section 5102 of the California Financial Code and authorized to do business in California, or other such funds as may be acceptable to the trustee. In the event tender other than cash is accepted, the Trustee may withhold the issuance of the Trustee's Deed Upon Sale until funds become available to the payee or endorsee as a matter of right. The property offered for sale excludes all funds held on account by the property receiver, if applicable. DATE: 2/18/2012 FIDELITY NATIONAL TITLE INSURANCE COMPANY, TRUSTEE 1920 Main Street, Suite 1120 Irvine, CA 92614 949-252-4900 Michael Busby Authorized Signature SALE INFORMATION CAN BE OBTAINED ON LINE AT www.ipsasap.com AUTOMATED SALES INFORMATION PLEASE CALL 714.730.2727 ASAP# 4201481 02/23/2012, 03/01/2012, 03/08/2012

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE Date of Filing Application: FEBRUARY 13 2012 To Whom it may concern: The Name(s) of the Applicant(s) is/are: DRAGO HOLDINGS INC. The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 8741 W SUNSET BLVD WEST HOLLYWOOD, CA 90069-2205. Type of License(s) Applied for: 41 - ON-SALE BEER AND WINE - EATING PLACE . Department of Alcoholic Beverage Control 888 S. FIGUEROA ST, STE 320, LOS ANGELES, CA 90017 (213) 833-6043. LA1097655 BH WEEKLY 2/23/12

Trustee Sale No. 727901CA Loan No. 3010769200 Title Order No. 080110500-CA-MAI NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 10-06-2006. 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 03-15-2012 at 9:00 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 10-13-2006, Book , Page , Instrument 06 2281412, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: MICHELLE HANSEL, A SINGLE WOMAN, 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: BEHIND THE FOUNTAIN LOCATED IN CIVIC CENTER PLAZA, 400 CIVIC CENTER PLAZA, POMONA, CA Legal Description: As more fully described in said Deed of Trust Amount of unpaid balance and other charges: \$2,394,424.37 (estimated) Street address and other common designation of the real property: 175 NORTH WETHERLY DRIVE BEVERLY HILLS, CA 90211 APN Number: 4335-028-034 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: 02-17-2012 CALIFORNIA RECONVEYANCE COMPANY, as Trustee SAMAN KHATAMI, 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.ipsasap.com (714) 573-1965 or www.priorityposting.com P922831 2/23, 3/1, 03/08/2012

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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

Westwood Memorial Park.
Couch Crypt. Must sell. (307)
690-0391

140-HEALTH AIDS

THINK AND FEEL LIKE YOU'RE 20 AGAIN! Revolutionary Supplement Improves Mood, Memory and Cognition, Exercise Endurance, Energy and Sexual Function.
Physician Developed. 1-800-747-1359 or www.thebrainvitalamin.com (Cal-SCAN)

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Feeling older? Men lose the ability to produce testosterone as they age. Call 888-904-2372 for a FREE trial of Progene- All Natural Testosterone Supplement.
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155-SCHOOL AND CLASSES

EARN COLLEGE DEGREE ONLINE. *Medical, *Business, *Criminal Justice. Job placement assistance. Computer available. Financial Aid if qualified. SCHEV certified. Call 888-210-5162 www.CenturaOnline.com
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170-CAREGIVER

I am a caregiver seeking work. Live-in. 15 Years experience. I also do facials, massages, and natural healing. (213)281-8443.

I am a certified nursing assistant/caregiver. Experienced, Great References. (323)-812-4230

172-BABYSITTER/NANNY

Nanny Extraordinaire: Reliable, kind, and capable, with lifetime experience taking care of families. Can drive, organize schedules, and household. Great with kids. Call Nancy (818) 209-6024.

239-FIREWOOD

Dry seasoned firewood. All varieties available. Full cords or half cords or quarter. (818) 968-6997

244-HANDYMAN

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115- Cemetery

115- CEMETERY

Eden Memorial Park
2 marble side by side wall crypts near entrance. Valued at \$11K each- asking \$15K for the pair. Contact Myra (818) 884-5183

EDEN MEMORIAL PARK
Mission Hills
Mt Eilat Section (sold-out section)

Two family owned plots (not side by side but close to each other)

Plot 36, Space C
Plot 19, Space D
Valued at \$9733. each
Sell for \$6000. ea/negotiable
Will sell separately or as a package

Call or e-mail Aubrey
(206) 367-4245
Rprovisor9@aol.com

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

Forest Lawn Cypress Single plot. Area: Constant Love. \$3500. (714) 761- 1957.

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

Forest Lawn, Cypress. 2 available plots going for \$4,900 each. Richard (949) 395-4225

Forest Lawn Covina Hills. 1 plot for sale. \$2,700. Worth \$3,200. Includes Endowment Care. Contact (626) 852-5758

Forest lawn Glendale 1 plot on the north slope of the great mausoleum. Plot 2-16 \$5000. (928) 636- 1921

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

Forest Lawn Hollywood Hills. 2 plots, Enduring Faith, Lot 4404 Spaces 1 and 4 \$5K Each. (702) 202- 2427 or (213) 999- 6977

Hollywood Hills Forest Lawn, 8 Cemetery Plots, All Fees Paid, Title Transfer Fee, Lot J55 Peaceful Memory, Plots 6068 & 6069, valued at \$7,200, selling for \$6,000 each, George (818) 426-9496 Gavak@charter.net

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

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

Hillside Memorial Park. Single plot in the Sunland Gardens section. Plot is a 3rd row wall crypt. Market value 9,130. Asking price 7,000. Please contact Beverly (503) 227- 5692

INGLEWOOD PARK CEMETERY. 2 Double plots, side by side. Below retail. (310) 323-9737pp

Montecito Cemetery Plot for sale. Great location, selling well below retail price. Worth \$8,500, selling for \$5,000 or best offer. (909) 824-2959

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, 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

Plot at Pacific View Memorial Park. Located in the front of the cemetery, near entrance, easy access, trees, and a view of the Pacific, Lot 229. The list price for this space is over \$10,000, special reduced price of \$6,000. (281)827-9620

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

Pacific View Memorial Park plot in Sea View facing the ocean. Section 1292, Plot D, double plot RETAIL: \$23,000 Asking: \$18,000 OBO (949) 673-4533

Pacific View Cemetery, Newport Beach. Two super prime plots for sale. Top of the hill near John Wayne, holds four caskets. Has a beautiful view of Catalina. Contact Andrea (949)310-5687

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

Pierce Brothers Westwood Memorial Park, Double Crypt, Located in the Sanctuary of Peace, Lot 11D, available for \$40,000. Sean (909)936-3366

2 Plots for sale at Rose Hills Cemetery. Two spaces apart from one another. Beautiful view, great location on the top of the hill next to the curb. Can sell together or individually. \$7,000 for both, \$4,000 each. Contact Sylvia (562) 644-2937

Rose Hills, Garden of devotion. Located near the main entrance, west park area, sold out area. Two plots available for the best offer of \$10,000 for both. *Will pay transfer fees. Contact Mike (714)264-9799.

Rose Hills Memorial Park, Whittier. Grave 1 & Grave 2, Lot 5738 in the Garden of Affection. Asking \$8,000 plus Rose Hills transfer fees for both. Please contact Randy (415) 383-9586.

2 Side By Side Plots for Sale at Rose Hills Cemetery. Located in the Sold Out Section of "Poplar Lawn" in a level portion of the park. Section 3761, Plots 3 & 4. \$9,999.00 for Both, OBO. Will consider selling them individually. Buyer pays transfer fees of \$200.00 per plot. Call Doug White (970) 379-4000.

2 Plots at Rose Hills Cemetery for sale. Daybreak Paris on the hill with a great view of the city. Asking \$5,000 Each, Selling Below Retail Price. Call Terry for more information @ (323) 837-1261

Rose Hills indoor niche in Skyrose Chapel, Tier 201 & 202, worth \$7,100 selling for \$5,400. Call Joe (626) 674-8384

One plot at Rose Hills Cemetery, Lot #5705 Alder Lawn, Will sell for \$8, 500. (808) 929-7610

Rose Hills- One plot in beautiful area that has been sold out for many years. Suncrest Lawn, Lot 1954, Space 2. Selling prices of new plots are ranging \$9,500. Selling this plot for \$3,500. I will pay transfer fee. About a block and a half below the Rose Hills sign, which is on the top of the hill. Wayne (909)910-2948

Rose Hills, Whittier, 2 plots in Acacia section, value 3,000/each. Make offer (951) 791-0870 pp.

4 burial spaces at Rose Hills Memorial Park, located in Garden of Peace, Lot 819, Spaces 1,2,3,4. The cemetery list price is \$5800 each space and owner is asking \$9600 for 2 spaces of \$19,200 for all 4 spaces. (928)758-7220

Carpentry, Concrete, Tile, Drywall. Free Estimates, All Jobs Guaranteed. Over 20 Years of Experience! Call (323) 401-2031 or email al-linonehandy@yahoo.com

255-LEGAL SERVICES

SOCIAL SECURITY Disability Benefits. You Win or Pay Us Nothing. Contact Disability Group, Inc. Today! BBB Accredited. Call For Your FREE Book & Consultation. 877-490-6596.(Cal-SCAN)

Auto Accident Attorney. INJURED IN AN AUTO ACCIDENT? Call Jacoby & Meyers for a free case evaluation. Never a cost to you. Don't wait, call now, 888-685-5721. (Cal-SCAN)

263-PETS FOR SALE

BOSTON TERRIER 2 Females, 9 weeks old. Purebred, 1st shots, Health Guaranteed. Parents on premises. Priced \$800 each. Beautiful & Adorable! Call (760) 599-7348

CANE CORSO 10 week old puppies. 3 Males & 1 Female left. ICCF Registered, Tails docked. Mother & Father on premises. Asking \$700 Call (323) 333-5828

Tea Cup CHIHUAHUA Puppies. 2 Female & 1 Male super small, like a soda can! Must see! 9 weeks with shots. Please call or text \$250. (213) 905-0586

English Bulldogs for sale. 4 females, 3 males. AKC registered. 1300 each. 4 male Frenchies. \$1000 each. Please call (323) 704- 5290.

German Shepherd Puppies. 13 Weeks Old, Male/Female. AKC, Excellent for home/protection. Black/Tan \$1250 and up. (951) 332-1840 daomaster@hotmail.com

GOLDENDOODLE PUPPIES!

10wk old hypo-allergenic, neutered, microchipped, 2yr health guarantee. Visit goldendoodlegardens.yolasite.com for more info. \$1,750. 541.520.7997. Buy your puppy today!

GOLDENDOODLES English Cream Teddy Bear, M/F, 8 Weeks Old \$1,500. First Shots & Deworming, Vet Check & Health Guarantee for 1 year, Hypoallergenic. Karen (951) 567- 9461

Golden Retriever. Beautiful Best Friends!! AKC/OFA/HEART/CERF. Eng cream to pale gold. See at www.saddlecreekfarms.net. \$1500 to \$2000 (805) 705-5237, (800)887-4972.

Great Dane. Female AKC B&W Harlequin, Merle, Mantle. Must see puppy website; celestialgreatdanes.com (951) 678- 9854

GREAT DANE Male/Female AKC Black & White f harlequin, RARE Fawnaquin, Fawn, Merle. White with it all! Raised indoors with kids & Cats. Tall & Large. \$1,000-\$2,000. Celestial Great Danes (951) 678-9854

Red Doberman Puppies. AKC 10 weeks old, 3 females and 2 males. Microchipped, all shots, tails docked, declaws. \$900. (559) 936-1958

LABRADOR RETRIEVER puppies, chocolate, 6 weeks old, AKC pure bred, shots, de-wormed, micro-chipped, house trained. (760)250-0896

Gorgeous Maltipoos for Sale. 10 1/2 Weeks Old. Perfect age for a new home. Potty trained, vaccinated, dewormed, hypo-allergenic. A+ Behavior, on dry food only. Grow to 5+ lbs. \$400 and up. Contact (323) 537-1010

One month old blue mastiffs pups. 2 Boys and 2 Girls looking for a great family and a home. Easy to train, very intelligent and most of all great with other kids and pets. Only serious and responsible inquiries please. These dogs are my family. Marvin (310) 560-8735

STANDARD POODLE PUPPIES: AKC. 19 weeks old, 2 males & 2 females. All white. \$600 each. Call Manda at (775) 848-9478

STANDARD POODLE AKC, Chocolate, blockheads, 7 wks, shots, declawed, vet checked, \$600.00 Gorgeous (951) 306-4177

POMERANIAN PUPPIES. Rare blue eyed, blue merle and cream color. Will be small, 9 weeks, with shots. \$400 and up. (760) 248-7030

Spinone Italiano Beautiful markings, white w/ orange. AKC Champion lines. Great family dog, calm, loving. Rare hunting breed. (530) 823- 5966 (530) 305- 0633

Soft Coated Wheaten Terriers. 3 Female and 1 male, adorable, AKC puppies. \$1500. The perfect Christmas present! Will be available to take home early December. Call soon while puppies last! (661)-904-7167.

AKC Yorkshire Terriers, 2 Male Puppies, 9 wks old, Shots, Small, Beautiful, Smart, No Shedding \$1100. Call (951)347-6490.

278-TREE SERVICE

Tree trimming, removals, stump grinding. Licensed contractor #084741. Bonded and insured. Free estimates. (818)968-6997.

276-TILE

Flooring: New hardwood floor/tile: refinish & repair. 35 years of experience. Lic #262771 Free Estimates! Call (310) 416-7134

280-TUTORING

SPANISH TUTORING. South American with University Degree. All ages and Levels including College Student Plus. Learn, Improve, get confident. (310) 741-8422

306-FOR RENT

Guesthouse for rent! Studio bachelor, located in the PRIME area of Beverly Hills. Includes washer/dryer, private entrance, private bathroom, and own garden. Very safe and quiet neighborhood. Close to bus stop and market. For only \$995/month. For more info contact David (310)659-8995

322-RESORT PROPERTY

Come to the snow at PINE MOUNTAIN RENTALS! Houses starting at \$125 to \$325 per night. Beautiful homes, scenery, and great for getaway vacations. Call Barbara Archer (661) 242-2517 or email pinemountainrentals.net

418-SCHOOLS/EDUCATION

ALLIED HEALTH CAREER training - Attend college 100% online. Job placement assistance. Computer available. Financial Aid if qualified. SCHEV certified. Call 800-481-9409. www.CenturaOnline.com (Cal-SCAN)

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ADVERTISE Your VACATION PROPERTY 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)

20 Acres Near El Paso, TX. \$0 Down, \$99/mo. \$12,900 Owner Financing, No Credit Checks. Beautiful Mountain Views. Money Back Guarantee. Free Map/Pictures. 1-800-343-9444. (Cal-SCAN)

North Texas Land Bargains!!! Gorgeous lakefront, lake view and access acreages in premier Texas location. All at bargain prices. Call 877-888-1636, x1569. (Cal-SCAN)

424-HOUSING WANTED

Small Apt. / Guesthouse WANTED TO RENT w/ parking & fridge. Beverly Hills, Westside, Adj. areas. Professional, quiet gentleman. Non-smoker. No pets. 14 years at current Beverly Hills home. (310)-246-9228 EXCELLENT REFERENCES.

501-HELP WANTED

Driver- Hometime Choices: Weekly, 7/ON-7/OFF, 14/ON-7/OFF. Daily or Weekly Pay. Late model trucks! CDL-A, 3 months recent experience required. Top Benefits! 800-414-9569. www.driveknight.com (Cal-SCAN)

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DRIVER - Up to \$.42/mile plus \$.02/mile safety bonus. Daily Pay. Weekly Hometime. Van and Refrigerated. CDL-A, 3 months recent experience required. 1-800-414-9569. www.DriveKnight.com (Cal-SCAN)

DRIVER - \$0 TUITION CDL (A) Training & Job! Top Industry Pay, Quality Training, Stability & Miles. *Short employment commitment required. 1-800-326-2778. www.JoinCRST.com (Cal-SCAN)

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Exceptional Home Time. CDL-A, 1-Year OTR Experience. HazMat Required. 1-888-905-9879. www.AndrusTrans.com (Cal-SCAN)

CDL-A Drivers- Steady Miles, New Equipment, Regular Hometime. Dry Van and Flatbed (\$500 Sign-On for Flatbed). Benefits after 30 days. CDL GRADUATES NEEDED. Call Tracy: 615-720-8281 or 888-801-5295. (Cal-SCAN)

DRIVER - WEEKLY HOMETIME! Dry and Refrigerated. Daily Pay! 31 Service Centers. Local Orientation. Newer trucks. CDL-A, 3 months current OTR experience. 1-800-414-9569. www.DriveKnight.com (Cal-SCAN)

DRIVERS: NO EXPERIENCE? Class A Driver Training. We train and employ! New pay increases coming soon. Experienced Drivers also Needed! Central Refrigerated. 1-877-369-7091. www.CentralTruckDrivingJobs.com

515-BUSINESS SERVICES

SOCIAL SECURITY DISABILITY BENEFITS. Win or Pay Nothing! Start your Application In Under 60 Seconds. Call Today! Contact Disability Group, Inc. Licensed Attorneys & BBB Accredited. Call 877-490-6596. (Cal-SCAN)

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START NOW! Open Red Hot Dollar, Dollar Plus, Mailbox, Discount Party, Discount Clothing, Teen Store, Fitness Center from \$51,900 worldwide! www.DRSS25.com. 1-800-518-3064. (Cal-SCAN)

520-JOBS WANTED

Personal Assistant and/or Cook. Professional, experienced, reliable, and discrete. Seeking a full-time live-in position. Excellent references. (310)-770-6285

L.V.N. or Licensed Nurse willing to take care of your loved one. NIGHTS ONLY. 25 years experience. All areas of nursing. Call Jennifer (213) 984-7007.

610-FOR SALE

75,000 albums; 15,000 A-tracks/CD's/45's & much more. Very good condition, \$90,000 w/ free labor & delivery. References: Honest Seller. Call Joey at (315) 533- 7217

MANTIS Deluxe Tiller. NEW! FastStart engine. Ships FREE. One-Year Money-Back Guarantee when you buy DIRECT. Call for the DVD and FREE Good Soil book! 888-815-5176. (Cal-SCAN)

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100 Percent Guaranteed Omaha Steaks - SAVE 65 percent on the Family Value Collection. NOW ONLY \$49.99 Plus 3 FREE GIFTS & right-to-the-door delivery in a reusable cooler. ORDER TODAY at 1-888-525-4620 or www.OmahaSteaks.com/family16, use code 45069TVH. (Cal-SCAN)

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Ever Consider a Reverse Mortgage? At least 62 years old? Stay in your home & increase cash flow! Safe & Effective! Call Now for your FREE DVD! Call Now 888-698-3165. (Cal-SCAN)

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Explore Beverly Hills



Dynamic and vibrant, the Beverly Hills community is a great place to live, work and play. Take a look!



▶ ***Beverly Hills to Celebrate 100-Year Anniversary***

Plans are underway to celebrate Beverly Hills' 100-year anniversary in 2014. Activities and events will begin mid-2013; to learn more visit www.beverlyhills.org/anniversary.

▶ ***Preserving History***

The City's new historic ordinance will help protect and preserve community landmarks. If you own a building that may be historically significant or want to learn more about the program, visit www.beverlyhills.org/historicpreservation.

▶ ***Honda LA Marathon***

Sunday, March 18, 7:30 am – 12:30 pm

This year's marathon will once again run through Beverly Hills. The Farmers' Market will be closed marathon day. To learn about street closures, the block party or how to volunteer, visit www.beverlyhills.org/marathon.

▶ ***Do Your Dooty!***

When strolling through the City, be neighborly and clean up after your dogs. Want a 'Do Your Dooty' lawn sign? Call 310-285-1119 or visit www.beverlyhills.org/doyourdooty.

▶ ***Energy Upgrade Workshop***

Sunday, March 25, 2pm – Roxbury Community Center

Attend an informational meeting to learn more about how you can earn up to \$8,000 in rebates and improve energy efficiency in your home. Call 310-285-2467 or visit www.beverlyhills.org/energizethewestside.