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# Beverly Hills Weekly

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Issue 765 • May 29, 2014 - June 4, 2014



## Leading Luxury

**Retiring Rodeo Drive Committee  
President Jim Jahant looks back on  
11 years on Rodeo Drive**

cover story • page 9



# letters & email

## Supervisor Race

Last week was a huge victory for subway advocates as Supervisor Zev Yaroslavsky and a contingent from LA including Mayor Garcetti went to Washington D.C. and secured about \$2 billion in funding for the extension of the Purple Line to build the first phase under Wilshire Blvd. as it advances to the traffic choked Westside.

The relentless leadership by Zev and others who have championed the project finally happened despite the misinformation and fear spread by a small number of well-funded opponents who have spent millions in lawsuits because they oppose the approved route under the high school campus. They continue to sue and continue to lose. Subways go under other schools, hospitals and museums, and they will go under many homes to reach their stations.

It is indeed distressing to see the *Beverly Hills Courier*, a major supporter of these lawsuits, endorse Sheila Kuehl for supervisor based on her statement that she would like to see the route restored to Santa Monica Blvd. even though Metro's seismic experts say this is a mapped earthquake fault and [the subway] cannot be built there. She further says she is interested in exploring a "third way." What third way?

I'm supporting Bobby Shriver, a staunch

advocate of finishing this line as approved by Metro. He has plainly stated his support for the planned safe route directly to Century City. We need a Supervisor who will not pander to special interests, but will continue the leadership Zev has shown in bringing this project to life. It's time!

**Jan Reichmann**  
*Comstock Hills Homeowners Assoc.*  
**President**  
*Los Angeles*

## Congressional Race

I am supporting Wendy Greuel for Congress because I know her to be a passionate public servant who gets results.

As the mother of a child in public school, Wendy is deeply committed to strengthening public education. It's an issue she's been fighting for her entire career, since her days working for Mayor [Tom] Bradley, when she helped create LA's BEST, a nationally recognized after school program.

We also need more women in elected leadership. Women make up only 18 percent of Congress and yet it's women who are breaking the logjam, reaching across the aisle and achieving results. Wendy will also be a fierce advocate for women's issues, whether it's protecting a woman's right to choose or fighting for equal pay for equal work.

In the 1980s, when Operation Rescue harassed women trying to access reproductive health services, Wendy personally escorted women into clinics. That's exactly

*letters cont. on page 4*

## WHAT'S ON YOUR MIND?

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# SNAPSHOT

*Josh Gross' interviews will air on Channel 10with:*

- Former lobbyist Jack Abramoff – May 30 at 5:30 p.m.
- Vice Mayor Julian Gold and Isabel Hacker on their life-saving transplants – June 2 at 4:30 p.m. and June 3 at 1:30 p.m.



## MAJOR DONOR NORTH MCCADDEN PLACE

Anita May Rosenstein (left), pictured with her son Planning Commission chair Brian Rosenstein (right), pledged \$6.5 million to L.A. LGBT Center's \$25 million campaign to build a new facility. The Center's service expansion includes a new senior and youth center, 100 beds for homeless LGBT youth, and more than 100 units of affordable housing for low-income senior and young adults. Rosenstein's pledge is the largest amount ever given by a living person to an LGBT organization.



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OUR DATA SPEAKS VOLUMES



# briefs

## Goldstein speaks out against high BHUSD legal fees



Howard Goldstein

Board of Education member Howard Goldstein spoke against a \$400k legal fee expenditure at a meeting on May 13 that was paid to Quinn Emmanuel, the law firm retained in the litigation with former BHUSD Facilities Director Karen Christensen.

To put the expenditure into context, this past quarter BHUSD legal fees exceeded \$530k, with over \$250k from the general fund, and a little over \$125k to the law firm Quinn Emmanuel.

The *Weekly* has been publishing BHUSD legal fees every quarter in documents obtained via the Public Records Act.

“There’s a category of legal expenditures that come out of the general fund and that troubles me greatly because those funds come out of the classroom, whether it’s salaries, or textbooks or programs,” Goldstein told the *Weekly*. “As a parent and as a board member, that really does concern me.”

Warrant registers are records that track expenditures made from the general fund. The Board approved the warrant register with a 4 – 1 vote. Goldstein dissented.

“There was nothing wrong with [the] warrant register; it was done correctly [and] it verified all checks written,” Goldstein told the *Weekly*. “I wanted to highlight that expendi-

ture [that] although approved by the authority of the board, I personally feel it is out of line with what other school districts are being charged for similar or comparable legal work.”

According to a BHUSD Measure E program performance audit reflecting the fiscal year 2012 and 2013, “the legal services con-

tract, which lacked a not-to-exceed contract amount did not require Board of Education approval prior to incurring new expenses; however, contract expenditures more than doubled, from \$500k to [over] \$1 million.”

A Measure E expenditure draft report, reflecting amounts from its passage in Nov. 2008 to Dec. 31, 2013, shows more than \$7.1

million spent in attorney fees.

“As to those firms that we are currently contracted with at a certain rate I’m working very hard to see that those rates come in line with comparable school districts,” Goldstein said.

briefs cont. on page 5



## SUMMARY NOTICE

PLEASE TAKE NOTICE that on **May 20, 2014**, the Council of the City of Beverly Hills adopted an ordinance entitled:

### AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING THE BEVERLY HILLS MUNICIPAL CODE TO REVISE THE PUBLIC NOTICE REQUIREMENTS FOR VARIOUS PLANNING APPLICATIONS.

Mayor Bosse, Vice Mayor Gold, and Councilmembers Krasne, Brien and Mirisch voted for adoption of the Ordinance (Ordinance No 14-O-2661). A summary of the Ordinance, which has been prepared for publishing in accordance with the requirements of Government Code Section 36933, follows.

#### Summary of Ordinance

Public noticing requirements in Title 10 of the Beverly Hills Municipal Code, relating to Planning and Zoning, are intended to ensure that members of the public are informed of certain upcoming land use and permit decisions in the City. Title 10 requires public noticing via several different methods including: mailed notices to property owners, posted notices and publication of newspaper notices. The City Council directed staff to comprehensively review noticing requirements and develop an ordinance expanding public noticing requirements for planning applications. The Ordinance consolidates all public notice requirements for planning applications into a new code section, 10-3-2.5. This code section contains regulatory language pertaining to noticing requirements for planning, subdivision maps, architectural, design and cultural heritage review applications at the director and commission levels.

The Ordinance adds the following definitions to Article 1 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code:

“Block-face: One side of a street between two consecutive intersections.”

“Public Notice Guidelines: Guidelines approved by the Director of Community Development and on file in the Department of Community Development describing implementation of the requirements for public noticing of planning applications set forth in Article 2.5 of Chapter 3 of Title 10 of the Municipal Code.”

When mailed notices are required for an application they must be sent to owners and occupants of properties within a certain radius of the subject property. Under the Ordinance, the areas required for mailed notices are expanded and standardized. In areas of the City that are oriented in blocks, mailed notices will be required to be sent to all owners and occupants of properties on any block that is intersected by a required mailed notice radius. The distances are as follows:

Planning review - commission level:	500 feet plus block-face
Planning review - director level:	100 feet plus block-face
Design review - commission level	100 feet plus block-face

In the Hillside and Trousdale areas of the City, where the street pattern is not oriented in blocks, mailed notice radii are as follows:

Planning review - commission level:	500 feet
Planning review - director level:	300 feet

Under the Ordinance, the mailed notice requirements for Sign Accommodations heard by the Architectural Commission are removed from the code.

The Ordinance also requires more on-site posted notices of pending planning applications than is currently required. The Ordinance requires postings for all planning commission and planning director level applications, all design review commission cases and multifamily architectural commission cases.

The Ordinance does not contain any changes to current newspaper notice publication requirements for planning applications. The Ordinance does not alter any notice requirements that are established by state law.

Finally, the Ordinance provides for the creation of a Public Notice Guidelines document that will contain detailed information on the public notice requirements for planning applications in the City. This document will summarize the requirements outlined in code section 10-3-2.5 and will also outline the City’s policies on the use of the City website, social media, and email for notifying the public of pending planning applications.

A certified copy of the entirety of the text of Ordinance No. 14-O-2661 is available in the office of the City Clerk, 455 N. Rexford Drive, Beverly Hills, CA 90210 and is available for public inspection at that location. For more information please contact **Timothea Tway, Associate Planner**, Community Development Department, at **310.285.1122 or ttway@beverlyhills.org**.

BYRON POPE, CMC  
City Clerk

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## Neighboring merchants protest Wally's lease

Wally's Wine and Spirits is slated to take over Monsieur Marcel's lease on 447 North Canon Drive, with a rate significantly lower

than competing businesses and hours lasting until 1:30 a.m. on weekends.

The market rate for rent is \$10 to \$14 a square foot, according to Chamber of Commerce Economic Development Director Andy Sywak. By carrying over lease stipula-

tions from Monsieur Marcel's lease, Wally's will be charged \$3 per square foot.

"There is a concern that by assigning the tenant this rate, the city is in fact subsidizing the tenant's rent, bestowing them with a competitive advantage over existing businesses," Sywak said at the City Council meeting on May 6.

Brothers Paul and Maurice Marciano, who founded GUESS, are the guarantors to Wally's. The ten-year agreement for Monsieur Marcel will still have under eight years left on the lease if it is assigned to Wally's, according to Deputy City Manager David Lightner. After the lease expires, the tenant has a right to two, five-year options where a new rent will be calculated using a market based formula.

Several neighboring merchants objected to the lease terms.

"[Wally's] doesn't bring something to the city that the city doesn't already have," Compliment of Beverly Hills owner Ben Alexander said. "It's a wine bar of which there are already several in the city so it puts us small merchants at a tremendous disadvantage."

Alexander's wine store is located on the same street less than half a mile away from Wally's.

Wally's products include wine, spirits, cheese, and other products. The addition of selling spirits is the only difference in products being sold, according to Lightner.

The new business hours would be 10:00 a.m. to 11:00 p.m. from Sunday to Wednesday, and 10:00 a.m. to 1:30 a.m. from Thursday to Saturday, and includes lunch, dinner, and bar

service.

Monsieur Marcel's business hours were from 9:00 a.m. to 11:00 p.m. Monday to Thursday, and 9:00 a.m. to midnight on Friday and Saturday, and 9:00 a.m. to 10:00 p.m. on Sunday, or "during such greater hours and other days as [the] Tenant may desire," according to the lease.

Sywak said that the city should consider the use changes, including the late closing times, and the impact the changes would have on the neighborhood.

The City Council tabled the approval for Wally's lease from the May 6 meeting, and will revisit the issue at the June 17 City Council meeting, according to Lightner.

"The problem is not that they want to move in," Alexander said. "The problem is that the city is creating an unfair advantage for a business that doesn't need a subsidy."

## Bosse endorses Ben Allen



Ben Allen

Mayor Lili Bosse endorsed 26th State Senate District candidate Ben Allen (D - Santa Monica) last week.

"Ben Allen is a dedicated public servant who will be a leader in

Briefs cont. on page 8



more  
smarts

# Metro Briefs

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**It's Simple Science – Go Metro and Save**  
Don't let high gas prices drain your summertime activity budget. People who take transit rather than drive save more than \$10,000 a year on average, according to the American Public Transportation Association. Plan your trip at [metro.net](http://metro.net).

**I-405 Carpool Lanes Open**  
The Sepulveda Pass Improvement Project has opened 10 miles of new carpool lanes on the northbound I-405. In addition, southbound on- and off-ramps at Skirball Center Drive and final configuration of north and southbound ramps at Sunset Boulevard will be completed this summer. More information at [metro.net/i405](http://metro.net/i405).

**Palms Intersection Closed for Expo Line Track Work**  
A full street closure is scheduled May 31 through June 3 at Bagley Avenue and Exposition Boulevard while crews install track for Phase 2 of the Expo Line. This project extends the current line to Santa Monica. Check construction schedules at [buildexpo.org](http://buildexpo.org).

**Crenshaw/LAX Light Rail Line Construction Progresses**  
Metro crews are scheduled to begin foundation work for underground stations on Metro Rail's Crenshaw/LAX line at Martin Luther King Jr Boulevard and Exposition Boulevard. The new line is slated to open in 2019. Check the latest project and construction schedules at [metro.net/crenshaw](http://metro.net/crenshaw).



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PHOTO: GUY LAWRENCE



Former L.A. City Controller Wendy Greuel and prosecutor Elan Carr

## 30 Years After hosts pre-election mixer

30 Years After hosted its 7th annual pre-election mixer on May 15 at a private residence in Beverly Hills.

Candidates for the 3rd Supervisorial District and 33rd Congressional District spoke about their campaigns and community members were able to engage with the candidates.

3rd Supervisorial District candidates included West Hollywood City Councilmember John Duran and Former Santa Monica Mayor Bobby Shriver.

33rd Congressional District candidates included criminal gang prosecutor Elan Carr, former Los Angeles City Controller Wendy Greuel, California State Senator Ted Lieu, and radio host and author Matt Miller.

30 Years After is an organization founded in 2007 that engages Iranian-American Jewish in American civic, political, and Jewish life.

letters cont. from page 2

the passion and drive that Wendy will bring to Washington -- there's no one who fights harder.

Along with many other Beverly Hills residents, I am proud to stand with Wendy in her campaign to serve as our next

Congresswoman. Join me in supporting the best choice for Congress who will be the strongest voice for Beverly Hills -- WENDY GREUEL.

**Linda J. Briskman**  
Former Mayor of Beverly Hills

## Bell schedule dispute; does sixth period before lunch benefit students?

### Bell schedule option two

Monday - Friday (55 min periods)	
Period 1	7:00 am – 7:55 am
Period 2	8:02 am – 8:57 am
Period 3	9:04 am – 9:59 am
Nutrition	9:59 am – 10:04 am
Period 4	10:11 am – 11:06 am
Period 5	11:13 am – 12:08 pm
Period 6	12:15 pm – 1:10 pm
Lunch	1:10 pm – 1:50 pm
Period 7	1:57 pm – 2:52 pm
Period 8	2:59 pm – 3:54 pm

Source: BHUSD

Seventy six percent of respondents to Beverly High's bell schedule prefer a daily bell schedule with sixth period before lunch, according to surveys collected by the bell schedule committee.

Board of Education members were split, 3-2, on bell schedules. Board members Brian Goldberg, Lewis Hall, and Lisa Korbato were against all bell schedules presented, while President Noah Margo and Board member Howard Goldstein preferred option two.

"I can't sit here and tell you, 'These are all wrong,' and not have a better solution," Margo said. "I have a dream of [a schedule] but it [has] not worked out."

The bell schedule committee presented four bell schedule options that reflected a combination of daily and block schedules, early releases, and period six before and after lunch, at a Board of Education meeting on May 17.

"We took from all the stakeholders all the factors, the concerns, the desires, everything that people were looking for in a bell schedule, and we tried to incorporate as many of them as we could in each option that we came up with," Beverly High Principal Carter Paysinger said.

Factors in determining a bell schedule included more contact minutes between the teachers and students, more flexibility in the bell schedule, impact on food services, modified block versus a daily schedule, and having sixth period before and after lunch.

Athletics and extracurricular programs and activities, such as performing arts and academic decathlon, are more likely to be absent from their academic classes to attend events and competitions depending on where sixth period is placed in the schedule, according to the bell schedule committee.

English teacher Bill Hiatt, who is a member in the committee, said he taught the first year sixth period was after lunch on Monday and Tuesday, and from his experience students were frequently absent.

"There aren't as many athletic activities [on Monday], but [I] hardly ever had a full class on Tuesday," Hiatt said. "I'm not guessing, I'm not hypothesizing, this is what actually happens

when a class period moves to after lunch. It's a really noticeable difference."

Hiatt mentioned during a special schedule for testing that pushed period six after lunch, several students needed to be dismissed early from classes.

"My frustration with the bell schedule committee is that we have these false roadblocks that are put in place," Goldberg said. "These are all great people who are committed educators, but they do have areas of interests and particular things they want to see accomplish from their perspective."

Goldberg said that though approximately 46 percent of students are athletes and they would benefit from having sixth period before lunch, 54 percent of students still don't participate in athletics.

Despite the 76 percent survey vote for bell schedule option two, Goldberg questioned the reliability of the surveys, and how the surveys were treated as "if that's some kind of scientific data."

"Maybe option two doesn't cater to one type of student specifically [to] one certain schedule, but it's pretty good for everyone, generally, and I think that's why it got such a huge majority vote," Beverly High junior Gregory McKay said. "A large amount of the student body [believes] that this is the schedule that we should have to live with, since we're the ones who get affected by the decision that you make."

Korbato was concerned that the schedules were not properly "vetted" and that the board needed to be more educated about the schedules. She said that academics take priority before extracurricular activities.

Hall was concerned with nutrition and lunch placement, and if students were eating properly to be able to function throughout the day.

Goldstein said that option two gives the ability to place education and academics first, and the board "needs to make a decision."

"We attempted to come up with schedules that fit within the current practices of the school district and we did not believe our charge was to upend how we've done things for a long time," science teacher Chris Bushee said. "If the board or the superintendent or the principal wants us to institute a different path of different practices, get those in place first and then come to the bell schedule committee to try and match a change in practice."

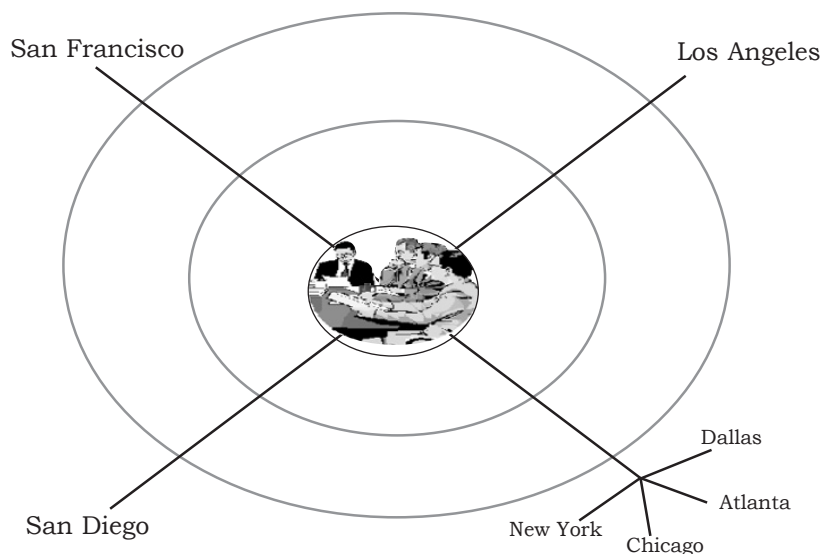
Though no formal vote was made at the meeting, Margo said that "we have to do what's best but we have to do it quickly."

"I've heard several times that academics come first and that's the number one priority with this committee," Paysinger said. "Period six is before lunch because of academics. We don't want our students to miss a class."

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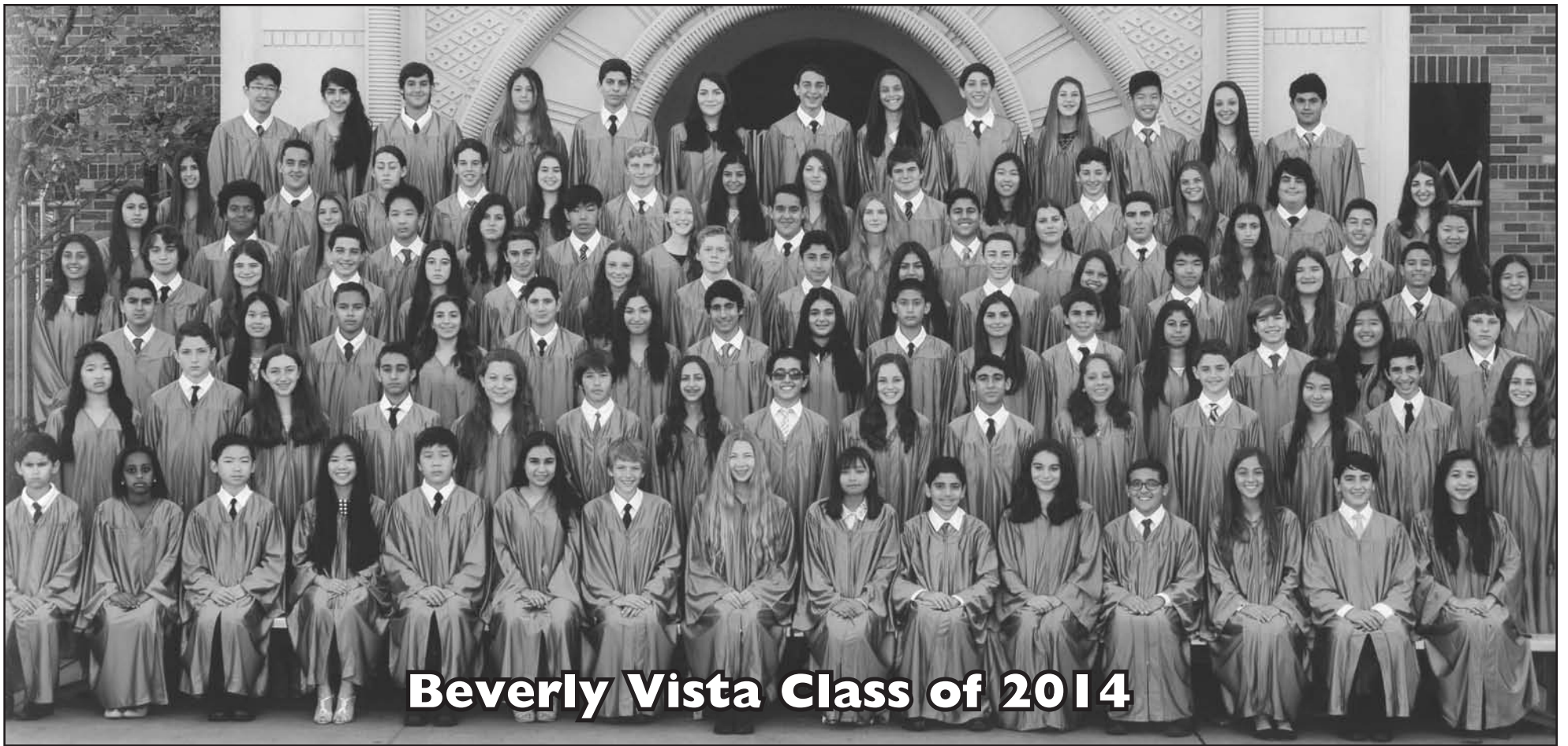
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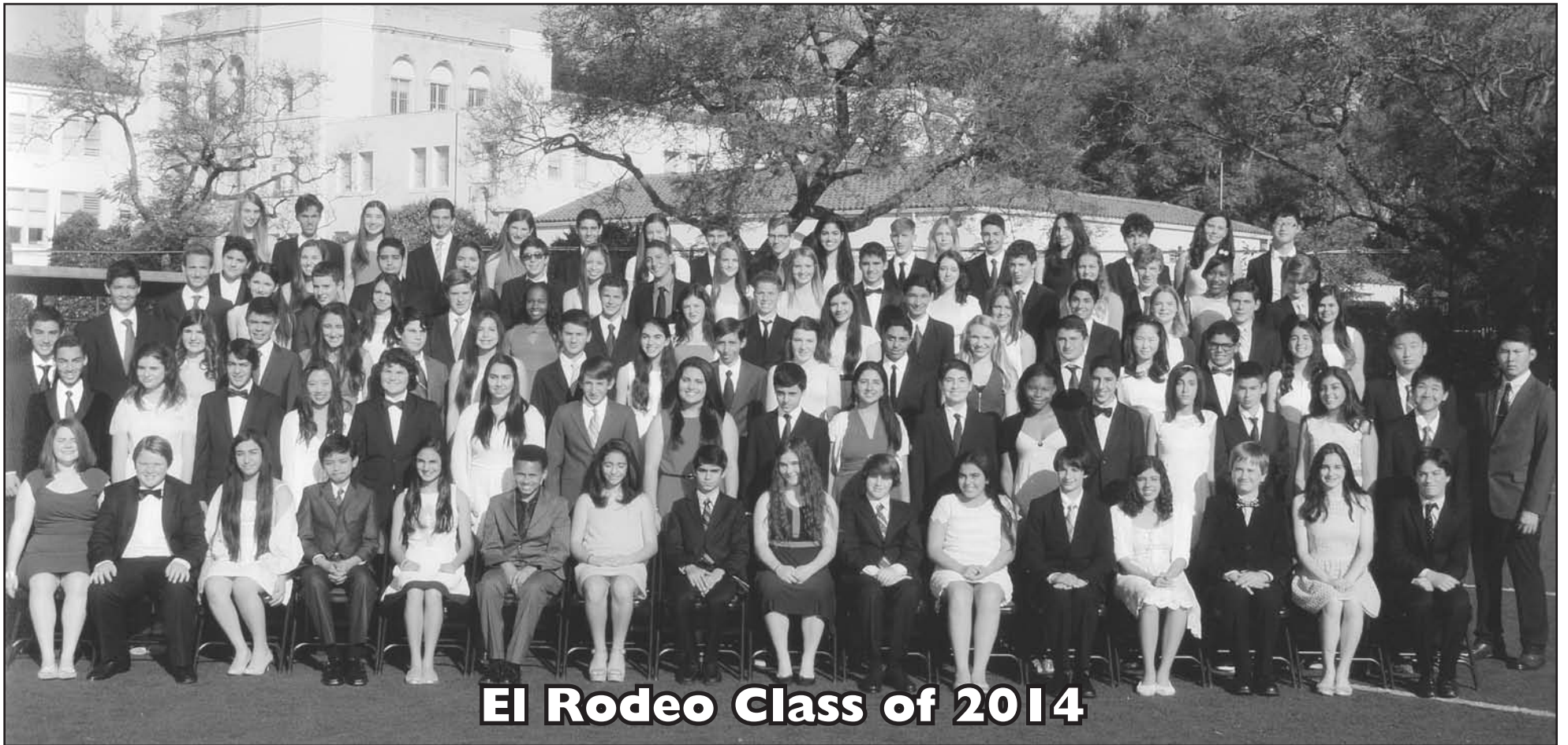
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(Not pictured: Victor Krzysztofik, Ian Lathan, Jackson Nol, Darrien Waycasy)



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Joshua Johnson, Maia Zelkha, Ben Dillar, Alex Kleerup

Schwartzman, Eshney Garibay, Jeremiah Klapper, Setareh Darabi, Kyle Mecheri, Sara Levin, Aaron Perez

(Second row) Ahmet Hussein, Serah Hassidim, Jae Yi (Jamie) Kim, Elliot Enayati, Vivian-Taylor Geilim, Sofia Aziz, Charles Boissavy, Ronica Mehdizadeh, Brian Harward, Samantha Boudaie, Ethan Eils, Daniella Kiewicz, Hans Ji,

(Third row) Robert Eli Lawrence, Joshua Galst, Daniela Naemi, Aaron Abramov, Cheyanne Araullo, Aviv On, Sanam Bral, Mark Moran, Senju Murase, Emma Gerowitz, Daniel Attia, Ashley Holloway, Nick Saryan, Julianne Araullo,

(Fourth row) Sydney Fogelman, Sam Hannani, Mary Eleanor Mooring, Alex Cornejo, Leila Golian, Nathan Samikh, Rebecca Regwan, Peter Kowalewski, Lauren Ashkenazi, Shai Dina, Lyric Cacavas

(Sixth row) Matthew Levin, Joshua Gersh, Paul Swaine, Amit Geffner, Milaud Talebizadeh, Ivan Buljevic, Justin Guy, Navid Nourmohamadian, Jason Guy, Joshua Coone, Michael Huang

(Fifth row) Ari Soufer, Natasha Dardashti, Morgan Benmoshe, Hyun Jin (Rachel) Lee, Yuval Harary, Brooke

briefs cont. from page 6

Sacramento on critical issues such as education, protecting the environment, and ensuring we have clean and transparent government," Bosse said in a press release. "Based on his record of serving his community on the School Board, I feel confident that, as a State Senator, Allen will always be responsive to the needs and concerns of Beverly Hills residents."

Allen is a two-term Santa Monica-Malibu Unified School District board member and an attorney with Richardson and Patel, LLP.

"It is a great privilege to have [Bosse's] endorsement," Allen said in the press release. "She's committed to her community and is an excellent constituency mayor and education advocate."

Allen's other endorsements include former Mayor Steve Webb, Board of Education President Noah Margo, Board of Education Vice President Brian Goldberg, former Board of Education members Steven Fenton and AJ Willmer, Planning Commission chair Brian Rosenstein, and the Beverly Hills-West Hollywood Democratic Club.

The primary election is June 3.

### New COC members attend first meeting

The Citizens Oversight Committee gained nine new members out of a pool of eleven applicants.

The new members are John Dohm, Joshua Friedman, Isabel Hacker, Rose Kaiserman, Stewart Krakover, Alexandra Polin, Donald Rosen, Kurt Slavick, and Mary Weiss.

Current members whose terms expire in the 2015 are Chair Woody Clark, Vice Chair Steve Hendry, and members Shirley Zaragoza, Joe Safier, and Craig Davis.

### Bernard Newman passes at 93

Longtime resident Bernard Newman passed away on May 3.

Newman was born and raised in Brooklyn, New York with his three brothers and his parents, Julius and Anna who were recent



Bernard Newman

immigrants.

Newman graduated from Boys High School at 16 and attended Brooklyn College. After graduating college at 20, he enlisted in the Air Corps when World War II broke

out. He received a Purple Heart, an Air Medal, four Battle Stars and a Presidential Citation.

He met his wife Edith, while stationed at the Davis-Monthan Air Force Base in Tuscon, Arizona in 1945. They married on June 23rd, 1948, after Newman completed his studies at law school in St. Johns. He passed the New York bar exam in 1949, and they drove to California where he became a member of the California Bar.

Newman was deeply involved in the community. He was a founding member of the Beverly Hills Educational Foundation and the Maple Center, and formed the Mutual Amputee Fellowship to counsel soon-to-be amputees. He helped establish an endowment fund at the USC Thornton School of Music for vocal arts performance majors.

He spent time with his family frequently; he played golf with his son Jason weekly; had breakfast at Nate 'n Al's with Edith; had lunches with his son Gary discussing work, politics and life; appreciated art and nature with his daughter Deena; and supported his children's and grandchildren's interests and careers.

Newman is survived by his wife Edith, his three children; Beverly High Co-Athletic Director Jason (and wife Karyn); Gary (and wife Jeanne); and Deena (and husband Charles), and seven grandchildren; Jordan, Hillary, Reed, Katie, Josh, Sara, and Adam.

--Briefs compiled by Nancy Yeang



(Standing, left to right) Soraya Nazarian, Rabbi David Wolpe, and Pouran Zazarian (Sitting) Younes Nazarian and Magbit founder Parviz Nazarian

### 25th Annual Magbit Gala honors Wolpe

The Magbit Foundation of Los Angeles held its 25th annual gala on May 18 at The Beverly Hilton hotel to celebrate Israel's 66 years of independence.

Rabbi David Wolpe of Sinai Temple in Los Angeles received the Magbit Humanitarian Award for supporting the State of Israel and the Magbit Foundation. The Weekly profiled Wolpe in issue #763.

Magbit is an organization formed in 1990 to aid students in their university studies in the State of Israel through an interest-free loan program. Magbit has provided loans and scholarships to over 12,000 qualified students throughout Israel.



(Front row, left to right) Roman Zaragoza, Sara Katz, Tristan McIntyre, Anthony Lofaso, and Brooke Teweles

(Second row) Sydney Fiore, Allie Finer, Isaac Spector, Yassi Noubahar, Charlotte Froyland, Emily Rishwain, Ellie Dubin, Dani Nisim, Ashley Beadle, and Scott Senior

(Third row) Performing Arts Department Chair Herb Hall, Autusa Amiri, Tianai Xiong, Katie Schindelheim, Allison Rishwain, Tim Lee, PJ Goolsby, and Deven Martin

(Fourth row) Adriana Santiago, Arielle Harris, and Justin Kim

### Normans win JRAY Awards for "The Wiz"

Beverly High drama students took home trophies and performed a five-minute medley of songs from their production *The Wiz* at the John Raitt Awards for Youth (JRAY) awards show at the Plummer Auditorium in Fullerton on May 24.

Over 1,000 students competed for the JRAY awards, a high school Tony Awards program, that featured 22 high schools throughout Orange and Los Angeles County. Awards were given to over 130 students for their achievements.

Trophies were awarded to Sara Katz for female dancer of the year as the Flying Monkey, Tristan McIntyre for male dancer of the year as the flying monkey, and Anthony Lofaso for featured actor of the year as *The Wiz*.

Nominees included Roman Zaragoza for supporting actor of the year as the Scarecrow, Brooke Teweles for actress of the year as Dorothy, and Beverly High for the sound/audio award.



Mayor Lili Bosse, Compliment of Beverly Hills owner Ben Alexander, Vice Mayor Julian Gold, and Chamber of Commerce Executive Director Alex Stettinski

### Compliment of Beverly Hills ribbon cutting

Compliment of Beverly Hills, a wine and spirit boutique, held a ribbon cutting ceremony and private event on May 15 where approximately 150 people attended and enjoyed wine and food.



## LEADING LUXURY

### Retiring Rodeo Drive Committee President Jim Jahant looks back on 11 years on Rodeo Drive

By Nancy Yeang



**You've worked in different types of retail, such as KB Toys, women's, men's, and children retail, and shoes. Tell us how you moved from one industry to the other.**

I actually started when I was in high school selling shoes. I'm originally from Akron, Ohio and had the opportunity to move to Los Angeles to work for a shoe company as an assistant buyer. When they sold the business, I moved on to other companies. I usually stayed with a company until it close or was sold off. I went into a career in every concept, in toys, clothing, shoes, children's, women, maternity, and men's.

I had the opportunity to choose [which industry I wanted to be in]. I was still in the same field but a little different. I wanted to broaden my experience with each industry.

**Which retail environment did you enjoy the most?**

The one I'm currently in because it is men, women and children, and it's all under one umbrella.

**How has the retail industry changed over the years?**

It's changed significantly over the years, not just in the way of fashion but in the way of promotion and how it's always stayed current and always trying to attract younger customers so that it makes the crowd relevant.

I think it changes as the times change,

so it's gone from interior sign promotion all the way to internet promotion. [The changes] has helped immensely, especially through the internet. You reach so many people through the internet, and currently many of the retailers are on every social media there is: Facebook, Instagram, Twitter all of those.

**You mentioned that community involvement is important to your business in the Weekly's issue #626.**

It is extremely important to anyone's business, especially in Beverly Hills, because [it's] like a small community, I almost call it a village. I've been here now for 11 years, and the first thing I did was join the Beverly Hills Chamber of Commerce.

It's a great way to get to know the business community, and since we were a new business in the community, it was a great way to meet people and to share your products with other people, and find ways to enhance the product.

**You said in the previous interview, "it really takes a lot of effort to get outside your four walls." What did you mean by that?**

It takes a huge amount of effort [and] really putting time into it. If you're going to join a committee or a board, really give them the time and commitment it takes to help the committee be successful. It's not only joining but participating.

**Who will be the next general manager of Brooks Brothers?**

They still are in the process of identifying that person

**Who are some of the people you've met along the way who have made an impact on you?**

I would say the biggest impact in this city has been through the mayors. I say that with an "s" because I've had 11 mayors in my 11 years here almost. The city council [has also made an impact.]

[The mayors], really, each one has their own focus and it's been a pleasure to try to work within their focus. I would listen to what their outreach was to their community, and each mayor had something particular in their agenda to accomplish in that year. I try to become more

involved in what their goal is, not only as a support for their goal, but it's also good way to have the Brooks Brothers' name out there.

**Tell us about your involvement on the Rodeo Drive Committee.**

[I've been] president of the Rodeo Drive Committee for the last three years and it's really important to the community. The Rodeo Drive Committee focuses on Rodeo Drive and different types of things that they would do to drive business to Rodeo Drive. We work very [closely] with the Conference and Visitors Bureau and the City Council to share our ideas with all of them so that it can enhance all of Beverly Hills, and not just Rodeo Drive.

**The Rodeo Drive Committee hosts numerous events throughout the year, including the Walk of Style and the Concours d'Elegance, and this year included the Rodeo Drive Block Party. Tell us about these events.**

These events are again, Rodeo Drive working with the community, but the Concours and Walk of Style are annual events that we have once a year. Rodeo Drive was the first to kick off the Centennial by bringing in the horses on the bridle path 100 days before the Centennial began. I also have to thank Craig Donahue and his amazing team at the Donahue Group who helps make Rodeo Drive events come to life.

The Block Party was in partnership with the City Council and the Conference and Visitors Bureau for the 100th anniversary, which included the birthday cake that fed 15,000.

**You mentioned in your previous interview, that with the Chamber of Commerce and the Conference and Visitors Bureau you are all able to work together as a family. In what ways do you work together with the COC and CVB?**

I was very fortunate to be on both of their boards so it was an opportunity to hear the work with the Chamber and talk about their initiatives and what they had for the whole business community, and work with the CVB so you know what their initiatives were for the tourist community. It was easier to work together smoothly to be on the same page.

**How has Rodeo Drive weathered through the economic changes throughout the years?**

When we had that little bump in the road, it was a little challenging. Rodeo Drive felt some of that, but not like other areas felt it, because we still had a very strong tourist trade.

We felt a slight impact but we weren't really as bad as the rest of the county and other retail areas. We now currently have 100% occupancy with a waiting list for some stores.

**Vice President Mark Tronstein**

**will take over your [Rodeo Drive Committee] position on July 1. How have you mentored him to be prepared for the position?**

He's absolutely wonderful. His father [Donald Tronstein] was very, very involved in the community, and Mark has been on our board for a little over three years so he's always been a part of what's going on. It will be a seamless transition.

He hasn't come to me directly [for advice]. We've just had conversations about how things are going, and I'll be here for the Concours and Father's Day, but we have a very good, strong communication and relationship. He will certainly have my number if he has any questions. But there's an amazing board on Rodeo Drive and many of them have been on this street a lot longer than I have been.

**How has Rodeo Drive changed since you started?**

When I first came in 2003, the street was under construction because they completely redid the street and sidewalks. Since then they have expanded the sidewalks, so they're wider, and they've put in the medians. The street is cut out for parking so that it has two lanes and that it flows evenly on both sides of the medians. They started just as we opened [in] 2003.

I've watched many stores expand, most of the stores or almost all of the store on Rodeo Drive, are flagship stores for their main companies. I've watched some of these stores remodel over the years since I've been here. Other stores have remodeled two or three times, many of them have been in the process of making them larger, such as Cartier, and Louis Vuitton, and Burberry will open on the street with a four-story store this fall.

**You said in our previous interview, that "once you drove over the mountains and saw the ocean" you would never go back to Ohio. Now that you're retiring, what are you plans?**

I haven't changed my mind. [I plan to] just take some time and relax and enjoy all that I have done. I don't have any specific traveling plans. What's nice is that if I want to travel I can.

I will still be a member of Beverly Hills Rotary, so I really can work with and spend some extra time with the Rotary. I'm also on the Beverly Hills Budget Committee with [City Treasurer] Eliot Finkel and he has asked me to stay on the committee and I'm going to stay.

I will continue to be on several boards and be very active in the Beverly Hills community.

**What advice would you give to your successor at Brooks Brothers?**

Love what you're doing. I truly believe what made this job such a success is I just loved what I was doing. They say if you do enjoy what you're doing you'll never work a day in your life.

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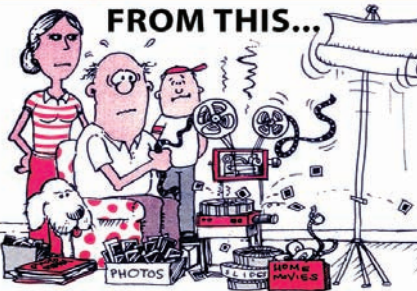
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FICTITIOUS BUSINESS NAME STATEMENT: 2014110069. The following person(s) is/are doing business as: J&I AUTO BODY. 11623 Sheldon St. #F Sun Valley, CA 91352. ENRIQUE MENA. 12301 San Fernando Rd. Sylmar, CA 91342. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A. Enrique Mena, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/23/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0749

FICTITIOUS BUSINESS NAME STATEMENT: 2014109505. The following person(s) is/are doing business as: BLOOMDISPLAYS. 1600 Rock Glen Ave. #1 Glendale, CA 91205. TACK MEDIA, LLC. 1600 Rock Glen Ave. #1 Glendale, CA 91205. 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. Hovanes John Terilyan, President. This statement is filed with the County Clerk of Los Angeles County on: 04/23/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0750

FICTITIOUS BUSINESS NAME STATEMENT: 201411053. The following person(s) is/are doing business as: MURALS AND GIRLS. 5868 Blossom Ave. San Jose, CA 95123. WILLIAM HICKMAN. 5868 Blossom Ave. San Jose, CA 95123. 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. Sarah Garcia, Partner. This statement is filed with the County Clerk of Los Angeles County on: 04/23/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0751

FICTITIOUS BUSINESS NAME STATEMENT: 2014110547. The following person(s) is/are doing business as: UNITED LOGISTICS. 3780 Calhuna Blvd. Studio City, CA 91406. KUMAR DESHVIR. 18817 Calvert St. Tarzana, 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. Kumar Deshvir, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/23/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0752

FICTITIOUS BUSINESS NAME STATEMENT: 2014109680. The following person(s) is/are doing business as: A CLASS AUTO DETAIL. 7750 Sepulveda Blvd. #1 Van Nuys, CA 91405; 23420 Thornewood Dr. Newhall, CA 91321. MARIA MONICA SARRAF. 23420 Thornewood Dr. Newhall, CA 91321. The business is conducted by: An Individual has be-

gun to transact business under the fictitious business name or names listed here on: 04/23/14. Maria Monica Sarraf, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/22/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0753

FICTITIOUS BUSINESS NAME STATEMENT: 2014109794. The following person(s) is/are doing business as: LILY FLOWER AND GIFTS. 2003 W. Burbank Blvd. Burbank, CA 91506. NARINE HAKOBYAN. 1216 N. Kingsley Dr. #5 Los Angeles, CA 90029. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A. Narine Hakobyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/23/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0754

FICTITIOUS BUSINESS NAME STATEMENT: 2014111652. The following person(s) is/are doing business as: T PREISENDORF PLUMING. 20000 Plum Canyon Rd. #825 Santa Clarita, CA 91350. RICHARD TODD PREISENDORF. 20000 Plum Canyon Rd. #825 Santa Clarita, CA 91350. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A. Richard Todd Preisdorf, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0755

FICTITIOUS BUSINESS NAME STATEMENT: 2014111650. The following person(s) is/are doing business as: PAOLINO APPAREL. 926 S. San Pedro #2607 Los Angeles, CA 90015. TEXTILATION, INC. 926 S. San Pedro #2607 Los Angeles, CA 90015. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: N/A. Bahram Kakhoda, President. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0756

FICTITIOUS BUSINESS NAME STATEMENT: 2014111855. The following person(s) is/are doing business as: QUERCUS BUSINESS SERVICES. 3554 Gladiola Dr. Calabasas, CA 91302. KAREN GRAMES KURCISKA. 3554 Gladiola Dr. Calabasas, CA 91302. 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. Karen Grames Kurciska, Managing Partner. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0757

FICTITIOUS BUSINESS NAME STATEMENT: 2014111777. The following person(s) is/are doing business as: OAKS INSTITUTE OF BEHAVIORAL MEDICINE. 15233 Ventura Blvd. #1108 Sherman Oaks, CA 91403. SEPEHR BROUKHIM. 1503 Greenleaf St. Sherman Oaks, CA 91403. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A. Sepehr Broukhim, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0758

FICTITIOUS BUSINESS NAME STATEMENT: 2014111513. The following person(s) is/are doing business as: F&Y CONNECTIONS. 39544 Dunbar St. Palmdale, CA 93551. ALEXANDER IVAN BURGA. 39544 Dunbar St. Palmdale, CA 93551. The business is conducted by: An Individual has begun to transact business under the fictitious business name or names listed here on: N/A. Alexander Ivan Burga, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0759

FICTITIOUS BUSINESS NAME STATEMENT: 2014112353. The following person(s) is/are doing business as: GEORGETOWN AND ASSOCIATES. 14622 Ventura Blvd. #488 Sherman Oaks, CA 91403. THE IMPRIMIS GROUP, INC. 14622 Ventura Blvd. #488 Sherman Oaks, CA 91403. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: N/A. Gina Michelle Sichi, President. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0761

FICTITIOUS BUSINESS NAME STATEMENT: 2014112354. The following person(s) is/are doing business as: KENNY'S TELECOMM. 6120 Saint Claire Ave. North Hollywood, CA 91606. KENNY COHEN. 6120 Saint Claire 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. Kenny Cohen, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14,

05/22/14, 05/29/14 0762

FICTITIOUS BUSINESS NAME STATEMENT: 2014112355. The following person(s) is/are doing business as: IDAN'S TRADING. 6120 Saint Claire Ave. North Hollywood, CA 91606. ISAAC COHEN. 6120 Saint Claire 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. Isaac Cohen, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0763

FICTITIOUS BUSINESS NAME STATEMENT: 2014112192. The following person(s) is/are doing business as: RIGHT ON BILLING. 20019 Holly Dr. Santa Clarita, CA 91350. BARBARA CUADROS. 20019 Holly Dr. Santa Clarita, CA 91350. The business is conducted by: An individual has begun to transact business under the fictitious business name or names listed here on: N/A. Barbara Cuadros, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0764

FICTITIOUS BUSINESS NAME STATEMENT: 2014112190. The following person(s) is/are doing business as: PEPE A TRUCKING. 12963 Telfair Ave. Sylmar, CA 91342. JOSE ARIAS JIMENEZ. 12963 Telfair Ave. 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: 01/27/09. Jose Arias Jimenez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0765

FICTITIOUS BUSINESS NAME STATEMENT: 2014112306. The following person(s) is/are doing business as: MULHOLLAND LAND COMPANY. 13832 Mulholland Dr. Beverly Hills, CA 90210; P.O. Box 24066 Los Angeles, CA 90024. SUBHASH KUMAR MADAN; SHOBHANA MADAN. 13832 Mulholland Dr. Beverly Hills, CA 90210. 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. Subhash Kumar Madan, Partner. This statement is filed with the County Clerk of Los Angeles County on: 04/25/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0766

FICTITIOUS BUSINESS NAME STATEMENT: 2014112388. The following person(s) is/are doing business as: NISSI TRUCKING. 410 Irving Ave. #A 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. Nubia Gutierrez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/25/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0767

FICTITIOUS BUSINESS NAME STATEMENT: 2014112747. The following person(s) is/are doing business as: LOCALI. 5825 Franklin Ave. Los Angeles, CA 90028. HOROS LLC. 2477 Chermoyva Ave #103 Los Angeles, CA 90068. The business is conducted by: An individual has begun to transact business under the fictitious business name or names listed here on: N/A. Horos LLC, President. This statement is filed with the County Clerk of Los Angeles County on: 04/25/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0768

FICTITIOUS BUSINESS NAME STATEMENT: 2014112745. The following person(s) is/are doing business as: 103 LOUNGE. 103 E. Broadway Glendale, CA 91205. GNG RESTAURANT GROUP LLC. 637 E. Lomita Ave. Glendale, CA 91205. 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. Albert Garcia, Manager. This statement is filed with the County Clerk of Los Angeles County on: 04/25/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0769

FICTITIOUS BUSINESS NAME STATEMENT: 2014112852. The following person(s) is/are doing business as: EXAVISION. 14502 Friar St. Van Nuys, CA 91411. EDUARDO TRUEBIA. 14502 Friar St. Van Nuys, CA 91411; BYRON FERNANDO ARREAGA. 14502 Friar St. Van Nuys, CA 91411. 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. Eduardo Truebia, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/25/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/08/14, 05/15/14, 05/22/14, 05/29/14 0770

FICTITIOUS BUSINESS NAME STATEMENT: 2014112898. The following person(s) is/are doing business as: ARRIOLA FAMILY CHILD CARE, INC. 10765 Haddon Ave. Pacoima, CA 91331. ARRIOLA FAMILY CHILD CARE, INC. 10765 Haddon Ave. Pacoima, CA 91331. The business is conducted by: A Corporation has begun to transact business under the



FICTITIOUS BUSINESS NAME STATEMENT: 2014116640. The following person(s) is/are doing business as: MK AUTO SALES. 19143 Malden St. Northridge, CA 91324. MIKE BOUCHANIAN. 19143 Malden St. Northridge, CA 91324. 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 Bouchanian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/30/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0811

FICTITIOUS BUSINESS NAME STATEMENT: 2014116641. The following person(s) is/are doing business as: AMBROSIA BAKERY. 14126 Sherman Way #1 Van Nuys, CA 91405. RUBEN BENLIYAN. 14126 Sherman Way #1 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: Ruben Benliyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/30/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0812

FICTITIOUS BUSINESS NAME STATEMENT: 2014116642. The following person(s) is/are doing business as: LOYAL HOME BUILDERS. 8601 Kester Ave. Panorama City, CA 91402. ARMANDO CUEVAS. 8601 Kester Ave. 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: N/A. Signed: Armando Cuevas, Owner. This statement is filed with the County Clerk of Los Angeles County on: 04/30/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0813

FICTITIOUS BUSINESS NAME STATEMENT: 2014119065. The following person(s) is/are doing business as: ZUMA CAFÉ. 29744-30024 Pacific Coast Highway Malibu, CA 90265; 3424 Ayars Can Way Glendale, CA 91208. SAMVEL ARUTYUNYAN. 3424 Ayars Can Way 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: Samvel Arutyunyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0814

FICTITIOUS BUSINESS NAME STATEMENT: 2014118929. The following person(s) is/are doing business as: CULT BELLADONNA BOUTIQUE. 23433 Windward Ln. Valencia, CA 91355. ANDREA DELEHANTLY. 1648 W. 12th St. Los Angeles, CA 9001; CHLOE LUNA, 23933 Windward Ln. Valencia, CA 91355. The business is conducted by: Copartners has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Andrea Delehanty, Partner. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0815

FICTITIOUS BUSINESS NAME STATEMENT: 2014118871. The following person(s) is/are doing business as: A1 TRANSPORT. 16750 Sherman Way #118 Van Nuys, CA 91406. LARRY PICZON. 16750 Sherman Way #118 Van Nuys, 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: Larry Piczon, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0816

FICTITIOUS BUSINESS NAME STATEMENT: 2014118656. The following person(s) is/are doing business as: PABITEL WORKS. 8363 Outland View Dr. Sun Valley, CA 91352. ANET ISAGHOLI. 8363 Outland View 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: Anet Isagholi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0817

FICTITIOUS BUSINESS NAME STATEMENT: 2014118528. The following person(s) is/are doing business as: CALIFORNIA YACHT CHARTER. 24608 Canyonwood Ave. West Hills, CA 91307; 6520 Platt Ave. #399 West Hills, CA 91307. CLEARLY CONFUSED, INC. 6520 Platt Ave. #399 West Hills, CA 91307. 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: Darren Roberts, CEO. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0818

FICTITIOUS BUSINESS NAME STATEMENT: 2014117928. The following person(s) is/are doing business as: MARIAM WEB DEVELOPMENT; MARIAMGEE WEB DEVELOPMENT. 1443 E. Mountain St. Glendale, CA 91207; MG WEB DEVELOPMENT. MARIAM GEVORKYAN. 1443 E. Mountain St. Glendale, CA 91207. The business is conducted by: An individual has begun to transact business under the fictitious business name or names listed here on: 4/10/14. Signed: Mariam Gevorkyan, Sole Proprietor. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0819

FICTITIOUS BUSINESS NAME STATEMENT: 2014118183. The following person(s) is/are doing business as: REPIPE SPECIALISTS OF CALIFORNIA. 146 N San Fernando Blvd. #208 Burbank, CA 91502; P.O Box 910 Burbank, CA 91503. REPIPE SPECIALISTS OF NEVADA, INC. 146 N San Fernando Blvd. #208 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: N/A. Signed: Jeffrey L. Butler, President. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0820

FICTITIOUS BUSINESS NAME STATEMENT: 2014118457. The following person(s) is/are doing business as: LETTO MANAGEMENT GROUP. 2045 S. Palm Grove Ave. Los Angeles, CA 90016. JENNY PASQUALETTO. 2045 S. Palm Grove Ave. Los Angeles, CA 90016. 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: Jenny Pasqualetto, CEO/ Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0821

FICTITIOUS BUSINESS NAME STATEMENT: 2014117927. The following person(s) is/are doing business as: PLC AC SERVICES AND MAINTENANCE. 20355 Sherman Way #354 Winnetka, CA 91306. PRESTON CAIN. 20355 Sherman Way #354 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: Preston Cain, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0822

FICTITIOUS BUSINESS NAME STATEMENT: 2014117926. The following person(s) is/are doing business as: HAYK'S SPEEDLINE. 13244 Vanowen St. #7 North Hollywood, CA 91605. HAYK KHUDAVERDYAN. 13244 Vanowen St. #7 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: 05/01/2009. Signed: Hayk Khudaverdyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/01/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0824

FICTITIOUS BUSINESS NAME STATEMENT: 2014120144. The following person(s) is/are doing business as: DIRECT WIRELESS COMM. 724 N. Western Ave Los Angeles, CA 90029. CARLOS AVEGRIA. 724 N. Western Ave Los Angeles, CA 90029. 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: Carlos A Alegria, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0825

FICTITIOUS BUSINESS NAME STATEMENT: 2014120114. The following person(s) is/are doing business as: CAPHARM LA LIAISON OFFICE. 415 S. New Hampshire Ave #205 Los Angeles, CA 90020. JEWOO PARK. 415 S. New Hampshire Ave #205 Los Angeles, CA 90020. 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: Jewoo Park, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0826

FICTITIOUS BUSINESS NAME STATEMENT: 2014120061. The following person(s) is/are doing business as: U PAY LESS. 6850 Long Beach Blvd. Long Beach, CA 90805. YUK MING CHAN; SHUI CHING YUEN. 9405 Pentland St. Temple City, CA 91780. The business is conducted by: A Married Couple has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Yuk Ming Chan, Partner. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0827

FICTITIOUS BUSINESS NAME STATEMENT: 2014119967. The following person(s) is/are doing business as: KK MOTORS. 12610 Glenoaks Blvd #9 Sylmar, CA 91342. KHACHATUR KHACHATRYAN. 12610 Glenoaks Blvd #9 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: Khachatur Khachatryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0828

FICTITIOUS BUSINESS NAME STATEMENT: 2014119888. The following person(s) is/are doing business as: MERI'S DESIGN. 6034 Fulton Ave #202 Van Nuys, CA 91401. MERI MKHITARYAN. 6034 Fulton Ave #202 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: Meri Mkhitaryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0829

FICTITIOUS BUSINESS NAME STATEMENT: 2014119853. The following person(s) is/are doing business as: CALIFORNIA DENTAL RADIOLOGY, DENTRAD. 17779 Ventura Blvd. Encino, CA 91316. J. BRUCE JACOBS, MD, INC. 18044 Valley Vista Blvd. Encino, CA 91316. 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: Alexander Usmakov, CEO, J. Bruce Jacobs, MD, INC. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state,

or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0830

FICTITIOUS BUSINESS NAME STATEMENT: 2014119712. The following person(s) is/are doing business as: HAIR FASHION AND NAILS. 7143 Winnetka Ave. Winnetka, CA 91306. MOZAFAR BABAIE. 7143 Winnetka Ave. 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: Mozafar BABAIE, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0831

FICTITIOUS BUSINESS NAME STATEMENT: 2014119712. The following person(s) is/are doing business as: ZEN SPA. 500 W. Colorado St. #C Glendale, CA 91205. WEIHONG ZHANG. 1817 Graylock Ave. Monterey Park, CA 91754; XUE JIAO SONG. 333 W. Garvey Ave #Bg Monterey Park, CA 91754. 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: Xue Jiao Song, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0832

FICTITIOUS BUSINESS NAME STATEMENT: 2014119712. The following person(s) is/are doing business as: ZEN SPA. 500 W. Colorado St. #C Glendale, CA 91205. WEIHONG ZHANG. 1817 Graylock Ave. Monterey Park, CA 91754; XUE JIAO SONG. 333 W. Garvey Ave #Bg Monterey Park, CA 91754. 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: Xue Jiao Song, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/02/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0832

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 2012008146  
Date Filed: 01/13/2012  
Name of Business: RAFI'S VILLAGE. 400 S. Glenoaks Blvd. Burbank, CA 91502.  
Registered Owner: RAFIK AHANGARI. 303 E. Alameda Ave #0 Burbank, CA 91502.  
Current File #: 2014118992  
Date: 5/01/2014  
Published: 05/15/14, 05/22/14, 05/29/14, 06/05/14 0833

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 2013213126  
Date Filed: 10/11/2013  
Name of Business: CLOUD 9 HOOKAH LOUNGE. 22021 Sherman Way Canoga Park, CA 91303.  
Registered Owner: MINA HABIB. 1722 W. 144th St. Gardena, CA 90247.  
Current File #: 2014112350  
Date: 4/25/2014  
Published: 05/15/14, 05/22/14, 05/29/14, 06/05/14 0834  
Ghbaghdaser Vartanian Seuneh, Ghbaghdaser Vartanian Diuon, a minor, by and through her/his guardian ad litem Catrin Abramian. 4415 Pennsylvania Ave. #D, La Crescenta, CA 91214 818-957-8910  
Case Number: ES017694  
April 29, 2014  
SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES  
Superior Court North Central District  
600 East Broadway  
Glendale, California 91206

PETITION OF: GHBAGHDASER VARTANIAN SEUNEH, GHBAGHDASER VARTANIAN DIUON, a minor by and through her/his guardian ad litem Catrin Abramian ORDER TO SHOW CAUSE FOR CHANGE OF NAME TO ALL INTERESTED PERSONS:  
Petitioner: GHBAGHDASER VARTANIAN SEUNEH, GHBAGHDASER VARTANIAN DIUON, a minor by and through her/his guardian ad litem Catrin Abramian DELERME for a decree changing names as follows:  
Present name: GHBAGHDASER VARTANIAN SEUNEH  
GHBAGHDASER VARTANIAN DIUON

Proposed name: VARTANIAN, SEUNEH  
VARTANIAN, DIUON

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.  
NOTICE OF HEARING  
Date: June 25, 2014 Time: 8:30 am Dept: D  
Room:

3. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county, Beverly Hills Weekly.  
Date: April 29, 2014 Signed: Mary Thornton House, Judge of the Superior Court  
Published: 05/15/14, 05/22/14, 05/29/14, 06/05/14 0835

FICTITIOUS BUSINESS NAME STATEMENT: 2014111171. The following person(s) is/are doing business as: NTANDY. 347 Amalfi Dr. Santa Monica CA, 90402. JAMES NAPPER TANDY. 347 Amalfi Dr. Santa Monica CA, 90402. The business is conducted by: An individual has begun to transact business under the fictitious business name or names listed here on: 11/19/2012. Signed: James Napper Tandy, Founder/CEO. This statement is filed with the County Clerk of Los Angeles County on: 04/24/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0836

FICTITIOUS BUSINESS NAME STATEMENT: 2014125540. The following person(s) is/are doing business as: CRANIUM CREATIVE. 2618 Ellendale Pl #8 Los Angeles, CA 90007. PSCHO FILMS, LLC. 2618 Ellendale Pl #8 Los Angeles, CA 90007. 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: Samuel Canter, CEO, Psycho Films, LLC. This statement is filed with the County Clerk of Los Angeles County on: 05/08/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0837

FICTITIOUS BUSINESS NAME STATEMENT: 2014125544. The following person(s) is/are doing business as: INTERGRATIVE ATHLETICS. 1155 South Beverly Drive Los Angeles, CA 90035. ROBERT LEE. 5387 Cota St. #1 Culver City, CA 90230. 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: Robert Lee, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/08/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/15/14, 05/22/14, 05/29/14, 06/05/14 0838

FICTITIOUS BUSINESS NAME STATEMENT: 2014124325. The following person(s) is/are doing business as: ACCURATE SMOG & AUTO REPAIR. 7776 Flottville Blvd #A Tungana, CA 91042. MIKE AYACH. 13312 Bombay St. Sylmar, 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: Mike Ayach, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/22/14, 05/29/14, 06/05/14, 06/12/14 0855

FICTITIOUS BUSINESS NAME STATEMENT: 2014123400. The following person(s) is/are doing business as: PIVOT MEDIA. 727 Terrace 49 Los Angeles, CA 90042. PIVOT MEDIA. 727 Terrace 49 Los Angeles, CA 90042. 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: Pivot Media, President. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/22/14, 05/29/14, 06/05/14, 06/12/14 0856

FICTITIOUS BUSINESS NAME STATEMENT: 2014123398. The following person(s) is/are doing business as: 2D HOUSE PUBLISHING INC. 9018 Balboa Blvd #541 Northridge, CA 91325. 2D HOUSE PUBLISHING INC. 9018 Balboa Blvd #541 Northridge, CA 91325. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: 03/07/2014. Signed: Kevin D Rogers, CEO. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/22/14, 05/29/14, 06/05/14, 06/12/14 0857

FICTITIOUS BUSINESS NAME STATEMENT: 2014123397. The following person(s) is/are doing business as: ELI MUFFLER AND TIRES. 18401 Vanowen St. #A Reseda, CA 91335. MICHAEL HANNOOSH. 22812 Ingomar St. West Hills, CA 91384. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: 05/01/2014. Signed: Michael Hannouch, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/22/14, 05/29/14, 06/05/14, 06/12/14 0858

FICTITIOUS BUSINESS NAME STATEMENT: 2014123396. The following person(s) is/are doing business as: CARDENAS LANDSCAPING. 11134 Armita St. #203 Sun Valley, CA 92352. FERNANDO CARDENAS. 11134 Armita St. #203 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: Fernando Cardenas, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/22/14, 05/29/14, 06/05/14, 06/12/14 0859

FICTITIOUS BUSINESS NAME STATEMENT: 2014124247. The following person(s) is/are doing business as: HALLOWEEN UNIVERSE; HALLOWEEN HUB; HALLOWEEN STATION. 9017 Reseda Blvd. #215 Northridge, CA 91324. AMANDEEP SINGH. 9531 Sepulveda Blvd. #2 North Hills, CA 91343; JASPRIT SINGH PASRICHA. 1252 Amarrylis Way. Corona, CA 92882. The business is conducted by: A general Partnership has begun to transact business under the fictitious business name or names listed here on: 05/01/2014. Signed: Amandeep Singh, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/22/14, 05/29/14, 06/05/14, 06/12/14 0860

FICTITIOUS BUSINESS NAME STATEMENT: 2014124016. The following person(s) is/are doing business as: LITTLE KIDS WORLD. 3155 Montrose Ave. #322 La Crescenta, CA 91214. LENIT HACOUPIAN MILGERDY. 3155 Montrose Ave. #322 La Crescenta, CA 91214. 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: Lenit Hacoupian Milgerdy, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/22/14, 05/29/14, 06/05/14, 06/12/14 0861

FICTITIOUS BUSINESS NAME STATEMENT: 2014123851. The following person(s) is/are doing business as: THE PERFECT KLICK STUDIOS. 14733 Maclay St. Mission Hills, CA 91345. ERICK SIERRA. 14733 Maclay St. Mission Hills, CA 91345. 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: Erick Sierra, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/22/14, 05/29/14, 06/05/14, 06/12/14 0862

FICTITIOUS BUSINESS NAME STATEMENT: 2014123578. The following person(s) is/are doing business as: PACIFIC IMAGING. 19231 Victory Blvd. #153 Reseda, CA 91335. PACIFIC IMAGING ENTERPRISES, INC. 30446 Park Vista Dr. Castaic, CA 91384. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: 02/07/2014. Signed: Sam Sadegh Ektefaie, President. This statement is filed with the County Clerk of Los Angeles County on: 05/07/14. NOTICE - This fictitious



under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0906

FICTITIOUS BUSINESS NAME STATEMENT: 2014127870. The following person(s) is/are doing business as: L.C MOTORS SPORTS INC. 8441 Sepulveda Blvd. North Hills, CA 91343. L.C Motor Sports Inc. 8441 Sepulveda Blvd. North Hills, CA 91343. 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: Stan Alexander, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0907

FICTITIOUS BUSINESS NAME STATEMENT: 2014127871. The following person(s) is/are doing business as: REJUV; REJUV THERAPY; REJUVE. 1239 Woodworth St. San Fernando, CA 91340. NIDIA RAMIREZ. 1239 Woodworth St. San Fernando, CA 91340. 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: Nidia Ramirez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0908

FICTITIOUS BUSINESS NAME STATEMENT: 2014127872. The following person(s) is/are doing business as: REPUBLIC FLOOR. 2250 Yates Ave. Commerce, CA 90040. HARDWOOD FLOORING LIQUIDATORS, INC. 2250 Yates Ave. Commerce, CA 90040. The business is conducted by: A corporation has begun to transact business under the fictitious business name or names listed here on: 2008. Signed: Rotem Eylor, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0909

FICTITIOUS BUSINESS NAME STATEMENT: 2014127873. The following person(s) is/are doing business as: RESOLUTE. 9320 S. La Cienega Blvd. Los Angeles, CA 90301. THE FUZION TEAM, INC. 9320 S. La Cienega Blvd. Los Angeles, CA 90030. 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: Jackson Church, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0910

FICTITIOUS BUSINESS NAME STATEMENT: 2014128246. The following person(s) is/are doing business as: MCLENNAN M. MANOR; MCLENNAN M. MANOR. 8839 Mcleannan Ave. Northridge, CA 91343. MCLENNAN M. MANOR INC. 8839 Mcleannan Ave. Northridge, CA 91343. 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: Lalaine P. Moreno, President. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0911

FICTITIOUS BUSINESS NAME STATEMENT: 2014128261. The following person(s) is/are doing business as: YOUR PHONE CASE VCV. 4859 Genevieve Ave. Los Angeles, CA 90041. YOUR PHONE CASE LLC. 4859 Genevieve Ave. Los Angeles, CA 90041. 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: Jonar Manimint, Member. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0914

FICTITIOUS BUSINESS NAME STATEMENT: 2014128266. The following person(s) is/are doing business as: MY FIRST STEPS MOBILE CHILD CARE. 13047 Hubbard St. #4 Sylmar, CA 91342. MARIA R JAMENEZ. 13047 Hubbard St. #4 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: 05/09/14. Signed: Maria R Jimenez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0915

FICTITIOUS BUSINESS NAME STATEMENT: 2014128473. The following person(s) is/are doing business as: SUBMISSION FIGHT COMPANY. 19215 Parthenia St. Unit F Northridge, CA 91324. SUBMISSION FIGHT CO INC. 19215 Parthenia St. Unit F Northridge, CA 91324. The business is conducted by: A corporation has begun to transact business under the fictitious business name or names listed here on: 09/17/2009. Signed: Shakib Nassiri, President. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0916

FICTITIOUS BUSINESS NAME STATEMENT: 2014128548. The following person(s) is/are doing business as: HERSTORIC. 1650 N Clybourn Ave. Burbank, CA 91505. ALEX CHRISTOPHER COMPOS. 1650 N Clybourn Ave. 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: Alex Campos, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0917

FICTITIOUS BUSINESS NAME STATEMENT: 2014128649. The following person(s) is/are doing business as: S&M AUTO EXPERTS INC. 11511 Santini Ln, Northridge, CA 91326. S&M AUTO EXPERTS INC. 11511 Santini Lane. Northridge, CA 91326. The business is conducted by: A corporation has begun to transact business under the fictitious busi-

ness name or names listed here on: N/A. Signed: Samin Yanik, President. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0918

FICTITIOUS BUSINESS NAME STATEMENT: 2014128675. The following person(s) is/are doing business as: URBAN FALCONRY. 21609 Ridgefield Ct. Santa Clarita, CA 91350. IGNACIO D. FLORES- AKEL. 21609 Ridgefield Ct. Santa Clarita, CA 91350. 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: Ignacio D. Flores- Akel, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0919

FICTITIOUS BUSINESS NAME STATEMENT: 2014128690. The following person(s) is/are doing business as: AMERICAN MANUFACTURING SERVICES. 10531 Independence Ave. Chatsworth, CA 91311. MARK WILKINSON. 10531 Independence Ave. 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: N/A. Signed: Mark Wilson, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0920

FICTITIOUS BUSINESS NAME STATEMENT: 2014128771. The following person(s) is/are doing business as: IT RECORDINGS; IT MUSIC; ITMUSIC RECORDINGS; IT/ MARC SCHAFFEL RECORDS; IT/ SCHAFFEL RECORDS; IT RECORDS. 23480 Park Colombo Calabasas, CA 91302. F. MARC SCHAFFEL PRODUCTIONS LLC. 23480 Park Colombo Calabasas, CA 91302. 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: F. Marc Schaffel, President. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0921

FICTITIOUS BUSINESS NAME STATEMENT: 2014128724. The following person(s) is/are doing business as: FAITH MANOR. 1832 S. Arlington Ave. Los Angeles, CA 90019. LA MIRADA INVESTMENT CORP. 1832 S. Arlington Ave. Los Angeles, CA 90019. 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: Clarel Martine, President. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0922

FICTITIOUS BUSINESS NAME STATEMENT: 2014129649. The following person(s) is/are doing business as: LA GUARD. 22647 Ventura Blvd. #458 Woodland Hills, CA 91364. EHSAN EMAMI. 22647 Ventura Blvd. #458 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: N/A. Signed: Ehsan Emami, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/12/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0923

FICTITIOUS BUSINESS NAME STATEMENT: 2014129639. The following person(s) is/are doing business as: MENS HEALTH AND WELLNESS. 8622 Reseda Blvd. #200 Northridge, CA 91324; KEITH HENRY. 8622 Reseda Blvd. #200 Northridge, CA 91324. 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: Paul Marino/ Keith Henry, General Partners. This statement is filed with the County Clerk of Los Angeles County on: 05/13/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0924

FICTITIOUS BUSINESS NAME STATEMENT: 2014130036. The following person(s) is/are doing business as: S.C. JANITORIAL. 29127 Dune LN #104 Canyon Country, CA 91387. CANDELARIA ROMERO. 29127 Dune LN #104 Canyon Country, CA 91387. 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: Candelaria Romero, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/13/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0925

FICTITIOUS BUSINESS NAME STATEMENT: 2014130234. The following person(s) is/are doing business as: DANTRAN. 8611 Cranford Ave. Sun Valley, CA 91352. HIGHBERT DAVTIAN. 8611 Cranford Ave. 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: Highbert Davtian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/13/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0926

FICTITIOUS BUSINESS NAME STATEMENT: 2014131147. The following person(s) is/are doing business as: PHV LOGISTICS. 12701 Van Nuys Blvd #N. Pacoima, CA 91331. PACIFIC HORIZON VENTURES INC. 12701 Van Nuys Blvd #N. Pacoima, CA 91331. The business is conducted by: A Corporation has begun to transact business under the fictitious business name or names listed here on: 05/13/14. Signed: David Sarraf, President. This statement is filed with the County Clerk of Los Angeles County on: 05/14/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another

under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0927

FICTITIOUS BUSINESS NAME STATEMENT: 2014132140. The following person(s) is/are doing business as: 2 AM LIQUOR. 16904 Parthenia St. Northridge, CA 91343. TWO TWIN 22 LLC. 16904 Parthenia St. Northridge, CA 91343. 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: Sukhpreet Deol, CEO. This statement is filed with the County Clerk of Los Angeles County on: 05/14/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0928

FICTITIOUS BUSINESS NAME STATEMENT: 2014131627. The following person(s) is/are doing business as: ROMERO BUILDERS. 5519 Whitsett Ave. #10 North Hollywood, CA 91606. BEN GUTTMAN. 5519 Whitsett Ave. #10 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: Ben Guttman, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/14/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0929

FICTITIOUS BUSINESS NAME STATEMENT: 2014132415. The following person(s) is/are doing business as: ROADSTAR PICTURES. 257 E. Valencia Ave. #102 Burbank, CA 91502. ADIS MEGERDICHIAN. 257 E. Valencia Ave. #102 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: Adis Megerdichian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/14/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0930

FICTITIOUS BUSINESS NAME STATEMENT: 2014133097. The following person(s) is/are doing business as: NAYAB SALON, SPA & SUPPLEMENTS. 5170 Kanan Rd. Agoura Hills, CA 91301. JILL MITCHELL. 5170 Kanan Rd. Agoura Hills, CA 91301. 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: JILL MITCHELL, Enrolled Agents. This statement is filed with the County Clerk of Los Angeles County on: 05/15/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0931

FICTITIOUS BUSINESS NAME STATEMENT: 2014133150. The following person(s) is/are doing business as: A NEW SMILE CC DENTAL GROUP. 27209 Camp Plenty Rd. Canyon Country, CA 91351. LILA ZARRINMAN. 16769 Morrison St. Encino, CA 91436; ALI KHOSROVANI. 4995 York Blvd. Los Angeles, CA 90042; PARHAM RAMTIN. 13564 Van Nuys Pacoima, CA 91331. 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: Ali, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/15/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0932

FICTITIOUS BUSINESS NAME STATEMENT: 2014133321. The following person(s) is/are doing business as: KAKI IDEAS. 1230 N Cherokee Ave. #770 Los Angeles, CA 90038. DAVID JOAO CABBAL RODRIGUES. 1230 N Cherokee Ave. #770 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: David Joao Cabbal Rodrigues, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/15/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0933

FICTITIOUS BUSINESS NAME STATEMENT: 2014132139. The following person(s) is/are doing business as: GENUINE AUTOMOTIVE. 7750 Sepulveda Blvd. #10 Van Nuys, CA 91405. JOSE EDUARDO LOPEZ-SALAMANCA. 14931 Roscoe Blvd. #29 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: N/A. Signed: Jose Eduardo Lopez- Salamanca, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/15/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0934

FICTITIOUS BUSINESS NAME STATEMENT: 2014133787. The following person(s) is/are doing business as: MACEDON BLACK HORSE. 9420 Reseda Blvd. #560 Northridge, CA 91324. GEORGE ARAU. 9420 Reseda Blvd. #560 Northridge, CA 91324. 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: George Arau, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/16/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0935

FICTITIOUS BUSINESS NAME STATEMENT: 2014133742. The following person(s) is/are doing business as: YES INNERPRIZES. 20362 Schoenborn St. Winnetka, CA 91306; 1223 Wilshire Blvd #412 Santa Monica, CA 90403. LAEL GLORIA BELOVE. 20362 Schoenborn 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: Lael Belove, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/16/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0936

FICTITIOUS BUSINESS NAME STATEMENT: 2014133947. The following person(s) is/are doing business as: WESTCOAST VINYL

FENCE. 9820 Owensmouth Ave. #8 Los Angeles, CA 91311. KAREN ANDREASYN. 6034 Fulton Ave. #205 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: Karen Andreasyn, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/16/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0937

FICTITIOUS BUSINESS NAME STATEMENT: 2014134264. The following person(s) is/are doing business as: HOME SWEET HOME IMPROVEMENT. 2234 Stow St. Simi Valley, CA 93063. JOSE FRANCISCO TORRES. 2234 Stow St. Simi Valley, CA 93063. 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: Jose Francisco Torres, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/16/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0938

FICTITIOUS BUSINESS NAME STATEMENT: 2014134198. The following person(s) is/are doing business as: CINE- MAGIC ARTS. 10820 Collins St. North Hollywood, CA 91601. JEAN- PIERRE PATIE. 10820 Collins St. North Hollywood, CA 91601. 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: Jean- Pierre Patie, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/16/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0939

FICTITIOUS BUSINESS NAME STATEMENT: 2014134541. The following person(s) is/are doing business as: LA CREAMERY ARTISAN ICE CREAM. 21534 Devonshire St. #A Chatsworth, CA 91311. LA CREAMERY, LLC. 21534 Devonshire St. #A Chatsworth, CA 91311. The business is conducted by: A limited liability company has begun to transact business under the fictitious business name or names listed here on: 06/01/2012. Signed: L.A Creamery LLC, CEO. This statement is filed with the County Clerk of Los Angeles County on: 05/16/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0940

FICTITIOUS BUSINESS NAME STATEMENT: 2014134798. The following person(s) is/are doing business as: MANDY'S SKIN STUDIO. C/O Salon Republic 8000 Sunset Blvd. B-200 #49 Los Angeles, CA 90046; 4288 Perilita Ave. Los Angeles, CA 90039. AMANDA MARTIN. 4288 Perilita Ave. Los Angeles, CA 90039. 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: Amanda Martin, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/19/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0941

FICTITIOUS BUSINESS NAME STATEMENT: 2014132526. The following person(s) is/are doing business as: BIG BANG MUSIC. 8306 Wilshire Blvd. #353 Beverly Hills, CA 90211. C TO THE B PRODUCTIONS, INC. 8306 Wilshire Blvd. #353 Beverly Hills, CA 90211. The business is conducted by: An individual has begun to transact business under the fictitious business name or names listed here on: 4/1/2014. Signed: C TO THE B PRODUCTIONS, INC, CEO. This statement is filed with the County Clerk of Los Angeles County on: 05/15/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0942

FICTITIOUS BUSINESS NAME STATEMENT: 2014136917. The following person(s) is/are doing business as: BARDOG1 CONSULTING. 22122 Erwin #207 Woodland Hills, CA 91356. BARRY ROSS. 233 South Crescent Drive, Beverly Hills, CA 90212. 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: Barry Ross, Owner. This statement is filed with the County Clerk of Los Angeles County on: 05/20/14. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P) 05/29/14, 06/05/14, 06/12/14, 06/19/14 0943

NOTICE OF PETITION TO ADMINISTER ESTATE OF HADASSAH SILVERMAN  
Case No. BP151770

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

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

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

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

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

A HEARING on the petition will be held on

June 5, 2014 at 8:30 AM in Dept. No. 9 located at 111 N. Hill St., Los Angeles, CA 90012.

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

IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58(b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code.

Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.

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:  
CHARLES A. LARSON, ESQ.  
SBN 82233  
DINA Y. NAM, ESQ.  
SBN 238920  
LAW OFFICES OF  
CHARLES A LARSON  
9100 WILSHIRE BLVD STE 850 E  
BEVERLY HILLS CA 90212

NOTICE OF PETITION TO ADMINISTER ESTATE OF IRA E. BILSON  
Case No. BP151983

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of IRA E. BILSON

A PETITION FOR PROBATE has been filed by Alberta P. Stahl aka Alberta Stahl Bilson in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that Alberta P. Stahl aka Alberta Stahl Bilson be appointed as personal representative to administer the estate of the decedent.

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

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

A HEARING on the petition will be held on June 11, 2014 at 8:30 AM in Dept. No. 29 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 the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58(b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code.

Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.

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:  
GERALDINE A WYLE ESQ  
JERYLL S COHEN ESQ  
SBN 125392  
HOFFMAN SABBAN & WATENMAKER  
A PROFESSIONAL CORP  
10880 WILSHIRE BLVD  
STE 2200  
LOS ANGELES CA 90024-4123

FILE NO. 2014 134253  
FICTITIOUS BUSINESS NAME STATEMENT  
TYPE OF FILING: ORIGINAL  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: NORMANDIE COIN LAUNDRY, 9816 S. NORMANDIE AVE, LOS ANGELES, CA 90044 county of: LOS ANGELES.  
Registered Owner(s): TONY KIM AND CHRISTINE SANGSUK KIM, 4616 EL CAMINO CORTO, LA CANADA, CA 91011. This Business is being conducted by a/an: MARRIED COUPLE. The date registrant commenced to transact business under the fictitious business

name or names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true any material matter pursuant to Section 17913 of the Business and Professions Code that the registrant knows to be false is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1,000).

/s/ TONY KIM AND CHRISTINE SANGSUK KIM  
This statement was filed with the County Clerk of LOS ANGELES County on MAY 16 2014 expires on MAY 16 2019.

Notice- In accordance with Subdivision (a) of Section 17920 a fictitious name statement generally expires at the end of five years from the date it was filed in the office of the county clerk. Except as provided in Subdivision (b) of Section 17920 where it expires 40 days after any change in the facts set forth in the statement pursuant to Section 17913 other than a change in the residence address of the registered owner. A new fictitious business name statement must be filed before either expiration. The filing of this statement does not of itself authorize the use in this 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).  
LA1418105 BEVERLY HILLS WEEKLY 5/22,29 6/5,12 2014

NOTICE OF PETITION TO ADMINISTER ESTATE OF:  
JULIANO DIMILTO  
CASE NO. BP152041

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

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

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

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

A HEARING on the petition will be held in this court as follows: 06/12/14 at 8:30AM in Dept. 5 located at 111 N. HILL ST., LOS ANGELES, CA 90012

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58(b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code.

Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.

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  
PAUL R. KANIN - SBN 073378  
PAUL R. KANIN, INC.  
9350 WILSHIRE BLVD. #212  
BEVERLY HILLS CA 90212  
5/22, 5/29, 6/5/14  
CNS-2624983#

ORDINANCE NO. 14-O-2662

ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING THE BEVERLY HILLS MUNICIPAL CODE REGARDING THE REORGANIZATION OF THE PUBLIC WORKS AND TRANSPORTATION DEPARTMENT

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

Section 1. The City Council hereby amends and restates Section 4-3-603 ("PERMIT REQUIRED") of Article 6 ("News Racks") of Chapter 3 ("OTHER ACTIVITIES REQUIRING REGULATORY PERMITS") of Title 4 ("REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES") of the Beverly Hills Municipal Code to read as follows:

4-3-603: PERMIT REQUIRED

"No person, whether as a principal, agent, or employee, either for itself or any other person, or as an officer of any corporation, or otherwise, shall place, affix, erect, construct, or maintain a news rack upon any

public right of way unless and until a news rack permit has been obtained from the department of capital assets."

Section 2. The City Council hereby amends and restates paragraph B of Section 4-3-605 ("APPLICATION PROCEDURE; FEE") of Article 6 ("News Racks") of Chapter 3 ("OTHER ACTIVITIES REQUIRING REGULATORY PERMITS") of Title 4 ("REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES") of the Beverly Hills Municipal Code to read as follows:

4-3-605: APPLICATION PROCEDURE; FEE

"B. Unless a time extension is granted in writing by the deputy city manager of capital assets, within five (5) days of approval of the permit, the permittee must file with the deputy city manager of capital assets an insurance certificate establishing that the applicant has in force public liability and property damage insurance from a carrier admitted to do business in the state of California with a Best's insurance rating of A:VII or better in an amount to be determined by resolution of the city council to indemnify the city against any personal injury, death, loss or damage resulting from the permittee's activities. The city and its officers shall be named as additional insureds. The policy must include a statement by the insurance carrier that thirty (30) days' written notice will be given to the city before any cancellation or modification of coverage. The permittee must maintain such insurance for as long as the permittee maintains a newsrack in the public right of way. The permittee shall also execute a hold harmless agreement as provided by the city prior to the issuance of any permit."

Section 3. The City Council hereby amends and restates paragraph B of Section 4-3-618 ("URBAN DESIGN PROGRAM AREA") of Article 6 ("News Racks") of Chapter 3 ("OTHER ACTIVITIES REQUIRING REGULATORY PERMITS") of Title 4 ("REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES") of the Beverly Hills Municipal Code to read as follows::

4-3-618: URBAN DESIGN PROGRAM AREA

"B. The deputy city manager of capital assets shall install newsrack enclosures within the urban design program area. The design, materials and location of the enclosures shall be determined by the deputy city manager of capital assets subject to approval of the city council. A minimum of twenty nine (29) newsrack enclosures shall be installed, and each newsrack enclosure shall accommodate three (3) newsracks. The location of the newsrack enclosures shall be fixed prior to the acceptance of newsrack permit applications for newsrack spaces within the urban design program area. If there is no newsrack permit application for space within a particular newsrack enclosure, then that enclosure need not be installed until such an application is received."

Section 4. The City Council hereby amends and restates paragraph A of Section 5-9-9 ("ABATEMENT OF GRAFFITI BY CITY WITH CONSENT OF PROPERTY OWNER OR POSSESSOR") of Chapter 9 ("GRAFFITI PREVENTION, PROHIBITION AND REMOVAL") of Title 5 ("PUBLIC HEALTH, WELFARE, AND SANITATION") of the Beverly Hills Municipal Code to read as follows:

5-9-9: ABATEMENT OF GRAFFITI BY CITY WITH CONSENT OF PROPERTY OWNER OR POSSESSOR

"A. Whenever the director of community development, or his or her designee, determines that graffiti is located on publicly or privately owned real or personal property within the city so as to be capable of being visible from any adjacent property (private or public), street, sidewalk, alley, or other public right of way or other area open to the public, the director of public works services is authorized to provide for the use of city funds for the abatement of the graffiti, or if the graffiti cannot be abated cost effective-

ly, the repair or replacement of the portion of the property that was defaced, upon the following conditions:

1. In abating the graffiti, the painting, repair, and/or replacement of an area more extensive than where the graffiti is located shall not be authorized, except where the city owns the structure or property and the director of public services, or his or her designee, determines that a more extensive area must be repainted, repaired, and/or replaced, or where the private property owner agrees to pay for the costs of repainting, repairing, and/or replacing a more extensive area.

2. Where the structure or permanent surface is owned by a public entity other than the city, the removal of graffiti may be performed only after securing the consent of the public entity having jurisdiction over the structure or permanent surface and only after such entity executes an appropriate release and right of entry form permitting such graffiti removal.

3. Where the structure or permanent surface is privately owned, the removal of graffiti by city employees or by a private contractor under the direction of the city, may be performed only after securing the consent of the owner or possessor and only after the owner or possessor executes an appropriate release and right of entry form permitting such graffiti removal."

Section 5. The City Council hereby amends and restates paragraph C of Section 5-9-10 ("ABATEMENT OF GRAFFITI BY CITY WITHOUT CONSENT OF PROPERTY OWNER OR POSSESSOR") of Chapter 9 ("GRAFFITI PREVENTION, PROHIBITION AND REMOVAL") of Title 5 ("PUBLIC HEALTH, WELFARE, AND SANITATION") of the Beverly Hills Municipal Code to read as follows:

5-9-10: ABATEMENT OF GRAFFITI BY CITY WITHOUT CONSENT OF PROPERTY OWNER OR POSSESSOR

"C. If no appeal is filed, or if the appeal is denied following a hearing, and if the owner fails to remove or fails to cause the graffiti to be removed by the designated date, or such continued date thereafter as the risk manager approves, then the director of public works services shall cause the graffiti to be abated by city forces or private contract, and the city, or its private contractor, may enter upon the premises for such purposes after obtaining a warrant authorizing the entry upon the property for abatement of the graffiti."

Section 6. The City Council hereby amends and restates paragraphs B and C of Section 7-3-111 ("CLASS 1 PARKING PERMITS") of Article 1. ("General Standing, Stopping, and Parking Provisions") of Chapter 3 ("STANDING, STOPPING, PARKING") of Title 7 ("TRAFFIC, PARKING, AND PUBLIC TRANSPORTATION") of the Beverly Hills Municipal Code to read as follows:

7-3-111: CLASS 1 PARKING PERMITS

"B. A class 1 permit shall be issued by the director of public works services only as follows:

1. One permit for each vehicle legally registered to each current and former member of the city council and each current and former city treasurer.

2. One permit for each vehicle legally registered to each current member of the planning, architectural, design review, traffic and parking, human relations, public works, recreation and parks, fine art, health and safety, charitable solicitations and cultural heritage commissions. When a commissioner ceases to be on a commission, the permit issued to the holder under this subsection B2 is deemed void and is invalid for the uses set forth in this section. The permit holder shall return the permit(s) to the director.

3. One permit to the current city manager, current city attorney, current city clerk, and each current executive management em-



ployee designated in the city's executive compensation plan. When such persons cease to be an employee of the city or are no longer in the position of city manager, city attorney or city clerk, the permit issued to the holder under this subsection B3 is deemed void and is invalid for the uses set forth in this section. The permit holder shall return the permit(s) to the director.

4. Notwithstanding any other provision in this subsection B, no more than two (2) permits shall be issued per household. For the purposes of this section, "household" shall be defined as all persons who dwell within the same dwelling unit.

C. The city treasurer who is in office as of October 18, 2010, may request that the director of public works services issue a single class 1 permit to a deputy city treasurer designated by the city treasurer to receive such permit. Once the city treasurer makes such designation, the city treasurer has no further authority to request the issuance of additional class 1 permits to the same or any other deputy city treasurer(s). When the designated deputy city treasurer ceases to be a deputy city treasurer, the permit issued under this subsection is deemed void and is invalid for the uses set forth in this section. The permit holder shall return the permit to the director."

Section 7. The City Council hereby amends and restates paragraphs A and B of Section 7-3-402 ("PARKING METER ZONE A") of Article 4. ("Parking Meter Zones And Fees") of Chapter 3 ("STANDING, STOPPING, PARKING") of Title 7 ("TRAFFIC, PARKING, AND PUBLIC TRANSPORTATION") of the Beverly Hills Municipal Code to read as follows:

#### 7-3-402: PARKING METER ZONE A

"A. The director of public works services or his designee shall set the parking meter rates for each meter located in parking meter zone A in an amount not to exceed two dollars (\$2.00) per hour. If the meter is set for a time that is less than one hour, the meter rate shall not exceed two dollars (\$2.00) for the maximum time on such meter.

B. Except as otherwise set by the director of public works services as provided in this subsection, parking meters shall be in operation, and the deposit of coins shall be required, between the hours of six o'clock (6:00) A.M. and eleven fifty nine o'clock (11:59) P.M. of each day of the week. The director of public works services shall have the authority to set the parking meter hours and days of operation within the time frame set forth herein as well as the maximum legal parking time at each parking meter. The director of public works services shall provide thirty (30) days notice to the city council, at a public meeting, of any proposed change to parking meter hours or days of operation at any meter."

Section 8. The City Council hereby amends and restates paragraphs A and B of Section 7-3-403 ("PARKING METER ZONE B") of Article 4. ("Parking Meter Zones And Fees") of Chapter 3 ("STANDING, STOPPING, PARKING") of Title 7 ("TRAFFIC, PARKING, AND PUBLIC TRANSPORTATION") of the Beverly Hills Municipal Code to read as follows:

#### 7-3-403: PARKING METER ZONE B

"A. The director of public works services or his designee shall set the parking meter rates for each meter located in parking meter zone B in an amount not to exceed two dollars (\$2.00) per hour. If the meter is set for a time that is less than one hour, the meter rate shall not exceed two dollars (\$2.00) for the maximum time on such meter.

B. Except as otherwise set by the director of public works services as provided in this subsection, parking meters shall be in operation, and the deposit of coins shall be required, between the hours of six o'clock (6:00) A.M. and eleven fifty nine o'clock (11:59) P.M. of each day of the week. The director of public works services shall have the authority to set the parking meter hours and days of operation within the time frame

set forth herein as well as the maximum legal parking time at each parking meter. The director of public works services shall provide thirty (30) days notice to the city council, at a public meeting, of any proposed change to parking meter hours or days of operation at any meter."

Section 9. The City Council hereby amends and restates paragraphs A and B of Section 7-3-404 ("PARKING METER ZONE C") of Article 4. ("Parking Meter Zones And Fees") of Chapter 3 ("STANDING, STOPPING, PARKING") of Title 7 ("TRAFFIC, PARKING, AND PUBLIC TRANSPORTATION") of the Beverly Hills Municipal Code to read as follows:

#### 7-3-404: PARKING METER ZONE C

"A. The director of public works services or his designee shall set the parking meter rates for each meter located in parking meter zone C in an amount not to exceed two dollars (\$2.00) per hour. If the meter is set for a time that is less than one hour, the meter rate shall not exceed two dollars (\$2.00) for the maximum time on such meter.

B. Except as otherwise set by the director of public works services as provided in this subsection, parking meters shall be in operation, and the deposit of coins shall be required, between the hours of six o'clock (6:00) A.M. and eleven fifty nine o'clock (11:59) P.M. of each day of the week. The director of public works services shall have the authority to set the parking meter hours and days of operation within the time frame set forth herein as well as the maximum legal parking time at each parking meter. The director of public works services shall provide thirty (30) days notice to the city council, at a public meeting, of any proposed change to parking meter hours or days of operation at any meter."

Section 10. The City Council hereby amends and restates paragraphs A and B of Section 7-3-406 ("PARKING METER ZONE E/F") of Article 4. ("Parking Meter Zones And Fees") of Chapter 3 ("STANDING, STOPPING, PARKING") of Title 7 ("TRAFFIC, PARKING, AND PUBLIC TRANSPORTATION") of the Beverly Hills Municipal Code to read as follows:

#### 7-3-406: PARKING METER ZONE E/F

"A. The director of public works services or his designee shall set the parking meter rates for each meter located in parking meter zone E/F in an amount not to exceed two dollars (\$2.00) per hour. If the meter is set for a time that is less than one hour, the meter rate shall not exceed two dollars (\$2.00) for the maximum time on such meter.

B. Except as otherwise set by the director of public works services as provided in this subsection, parking meters shall be in operation, and the deposit of coins shall be required, between the hours of six o'clock (6:00) A.M. and eleven fifty nine o'clock (11:59) P.M. of each day of the week. The director of public works services shall have the authority to set the parking meter hours and days of operation within the time frame set forth herein as well as the maximum legal parking time at each parking meter. The director of public works services shall provide thirty (30) days notice to the city council, at a public meeting, of any proposed change to parking meter hours or days of operation at any meter."

Section 11. The City Council hereby amends and restates paragraphs A and B of Section 7-3-407 ("MUNICIPAL OFF STREET PARKING METER ZONE C") of Article 4. ("Parking Meter Zones And Fees") of Chapter 3 ("STANDING, STOPPING, PARKING") of Title 7 ("TRAFFIC, PARKING, AND PUBLIC TRANSPORTATION") of the Beverly Hills Municipal Code to read as follows:

#### 7-3-407: MUNICIPAL OFF STREET PARKING METER ZONE

"A. The director of public works services or his designee shall set the parking meter rates for each meter located in the municipal off street parking meter zone in an amount not to exceed two dollars (\$2.00) per hour. If the meter is set for a time less

than one hour, the meter rate shall not exceed two dollars (\$2.00) for the maximum time on such meter.

B. Except as otherwise set by the director of public works services as provided in this subsection, parking meters shall be in operation, and the deposit of coins shall be required, between the hours of six o'clock (6:00) A.M. and eleven fifty nine o'clock (11:59) P.M. of each day of the week. The director of public works services shall have the authority to set the parking meter hours and days of operation within the time frame set forth herein as well as the maximum legal parking time at each parking meter. The director of public works services shall provide thirty (30) days notice to the city council, at a public meeting, of any proposed change to parking meter hours or days of operation at any meter."

Section 12. The City Council hereby amends and restates Section 7-3-408 ("EXCEPTION TO DEPOSIT OF COINS") of Article 4. ("Parking Meter Zones And Fees") of Chapter 3 ("STANDING, STOPPING, PARKING") of Title 7 ("TRAFFIC, PARKING, AND PUBLIC TRANSPORTATION") of the Beverly Hills Municipal Code to read as follows:

#### 7-3-408: EXCEPTION TO DEPOSIT OF COINS

"A vehicle may be parked and remain parked in a parking meter space without the deposit of any coin in the parking meter adjacent thereto during the hours other than those designated by the director of public works services as hours during which such deposits are required. Notwithstanding, no vehicle may be parked and remain parked in a parking meter space if parking in the meter space violates section 7-3-212 or 7-3-301 of this chapter."

Section 13. The City Council hereby amends and restates paragraph B of Section 10-3-1633 ("INTENSIFICATION OF EXISTING NONCONFORMING USES") of Article 16.3 ("Commercial-Transition Zone (C-3T-2)") of Chapter 3 ("ZONING") of Title 10 ("PLANNING AND ZONING") of the Beverly Hills Municipal Code to read as follows:

#### 10-3-1633: INTENSIFICATION OF EXISTING NONCONFORMING USES

"B. Intensity Of Use: To determine whether a change of use is an intensification of use, uses have been classified into the following three (3) tiers of land use intensity. Tier 1 represents the lowest intensity of use, tier 2 represents a higher intensity of use than tier 1, and tier 3 represents the highest intensity of use.

Tier 1 shall include: warehousing or storage, miniwarehouses, antique stores, furniture stores, car sales or service, surface parking, and other similar uses as determined by the director of community development.

Tier 2 shall include: apparel stores, hardware stores, toy stores, general retail stores, general offices, health/fitness clubs, and other similar uses as determined by the director of community development.

Tier 3 shall include: restaurants, supermarkets, drugstores, convenience markets, video rental stores, educational institutions, religious institutions, medical offices, beauty shops, and other similar uses as determined by the director of community development.

In determining the tier in which a specific use belongs, the director of community development may consider all relevant factors including, without limitation, parking demand and traffic generation as indicated in ITE "Parking Generation", 3rd edition; ULI "Shared Parking", 2nd edition; ITE "Trip Generation", 7th edition, or any combination thereof; vehicle trips generated by the use; the judgment of the deputy city manager of capital assets; and any data or evidence and supporting analysis provided by a registered engineer."

Section 14. The City Council hereby

amends and restates paragraph K of Section 10-3-3215 ("LANDMARK OR HISTORIC DISTRICT DESIGNATION PROCEDURES:") of Article 32 ("Historic Preservation") of Chapter 3 ("ZONING") of Title 10 ("PLANNING AND ZONING") of the Beverly Hills Municipal Code to read as follows:

#### 10-3-3215: LANDMARK OR HISTORIC DISTRICT DESIGNATION PROCEDURES

"K. Recordation Of Resolution: A certified copy of such resolution shall be recorded in the office of the county recorder of the county of Los Angeles by the city clerk immediately following its effective date. The city clerk shall also send a copy of said resolution to the director, the director of public works services, the building official, the owner(s), and the occupant(s) of the property or properties. The document to be recorded shall contain:

1. A legal description of the property or properties;
2. The date and substance of the designation;
3. A statement explaining that demolition, alteration, or relocation of the property is restricted; and
4. A reference to this section authorizing the recordation."

Section 15. The City Council hereby amends and restates paragraph A.15 of Section 10-5-318 ("PERMITS; FURTHER CONDITIONS") of Article 3 ("OIL WELLS") of Chapter 5 ("MINING AND EXTRACTION") of Title 10 ("PLANNING AND ZONING") of the Beverly Hills Municipal Code to read as follows:

#### 10-5-318: PERMITS; FURTHER CONDITIONS

"15. At all times vehicular access to a controlled drill site shall be provided in accordance with the plans for vehicular access reviewed by the department of community development and approved by the council."

Section 16. Severability. If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance or the application thereof to any person or place, is for any reason held to be invalid or unconstitutional by the final decision of any court of competent jurisdiction, the remainder of this Ordinance shall remain in full force and effect.

Section 17. Publication. The City Clerk shall cause this Ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage in accordance with Section 36933 of the Government Code, shall certify to the adoption of this Ordinance and shall cause this Ordinance and the City Clerk's certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Section 18. Effective Date. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

Adopted: May 20, 2014  
Effective: June 20, 2014

LILI BOSSE  
Mayor

ATTEST:  
BYRON POPE (SEAL)  
City Clerk

APPROVED AS TO FORM:  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:  
JEFFREY KOLIN  
City Manager

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

### 100-199 Announcements

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

### 200-299 Services

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

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

## LEGEND

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

**300-399 Rentals**  
300-House Furnished  
302-House Unfurnished  
304-Apartments Furnished

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

**400-499 Real Estate**  
400-Homes For Sale  
401-Real Estate  
402-Condominiums  
404-Commerical/Industrial  
406-Mobile Homes  
408-Income Property  
410-Lots For Sale  
412-Farms/Ranches  
414-Resort Property  
416-Lakeshore Property  
418-Oceanfront Property  
420-Out-of-State Property

422-Real Estate Exchange  
424-Real Estate Wanted

### 500-599 Employment

500-Employment Opportunities  
501-Help Wanted  
505-Work at Home  
510-Employment Agencies  
515-Business Services  
516-Business Opportunities  
520-Jobs Wanted  
521-Personal Shopper  
522-Drivers

### 600-799 Merchandise

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

735-Office Furniture  
740-Television/Radio

### 800-899 Financial

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

### 900-999 Transportation

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

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Forest Lawn Glendale. Double Lot Block 2854 Harmony Section. \$6,000 Call (562) 972-0798 for more details

Forest Lawn Hollywood Hills. Sanctuary of Reflection. 2 above-ground burial vaults. \$15,000 obo (310) 305-8602

Rancho Palos Verdes . One Cemetery Plot. Grace Lawn Section . Asking \$8,500 obo (816) 604-7323

Green Hills Rancho Palos Verdes. Eventide Terrace Plot 85 Space B. One plot, 2 interments. Retails for \$11,500, Asking \$8,000 or best offer. (310) 291-8314

Green Hills Memorial Park. 2 plots. \$9,000 for pair, \$5,000 each. Kristie (562) 743-0357

Hillside Memorial Park, Canaan section. On Hillside, single lot 2 Privileges. Will split Transfer \$500. \$15,000.00. (949) 400-5071

Home of Peace Cemetery, Whittier CA. Court of King David. G-C-A Crypts #101 A&B \$8,000 OBO. Jack (213) 280-5417

Hillcrest Cemetery. 9101 Canyon Road, Bakersfield. Lot 704 . Park View Lawn right by entrance. Asking \$5,000. (661) 832-6115

Inglewood Park Cemetery, 2 side-by-side burial plots located in Holly Garden \$4,000 each. PRICE NEGOTIABLE (661) 910-1362.

Inglewood Cemetery Plot for sale in the exclusive Mira Mar section. Priced at \$5,000 (Price Negotiable). Great location. Call (310) 831-5854.

Mt Sinai Memorial Park . Single Plot on Gentle Slope. \$5950 OBO. Cemetery price: \$8,400. (435) 655-5760.

Mt 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.

PACIFIC VIEW MEMORIAL PARK. Single Burial Plot Convertible to Double in Pacific View Memorial Park. Cedar Lawn Jewish Section, Corona del Mar. Asking \$10,500 OBO. Contract includes opening and closing. Please call (949) 854-3808.

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