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Issue 553 • May 6 - May 12, 2010

Jersey Shore: The Persian Version

The hit reality TV show spins off,
but will it be good for Beverly Hills?



Photo: MTV

cover story • page 9



letters & email

“Permit Parent Circulates E-mail Advising How to Manipulate LACOE’s Appeal System” [Issue 552]

I declined comment in last week’s Beverly Hills Weekly article, “Permit Parent Circulates E-mail Advising How to Manipulate LACOE’s Appeal System.” I declined for two reasons.

One, it was immediately apparent that a parent among us was being used by the board to report on our activities. This disappoints me greatly. Why would he/she do this after asking to be included and requesting help. What is the motivation?

Two, the Beverly Hills Weekly has had an obvious bias against permit families since the beginning of our struggle, and therefore has never provided balanced journalism on

Corrections, Issue 552

The article "Permit Families Serve BHUSD with Intent to Sue" should have clarified that attorney Howard Miller was recalled as LAUSD Board of Education president by opponents of the district's mandatory busing.

the subject.

I have a question for the Beverly Hills Weekly? How can I be manipulating LACOE by using the same criteria, only more specific to us, that LACOE describes on instructions they provide to parents for how to apply for an appeal, and what would be potential considerations for the children?

I have never hidden my views or position. I stand by everything I say and have said. No one can ever accuse me of lying, but I will accuse those who do, especially when it hurts the innocent children. And the guilty should be judged.

We are an informal support group of parents going through this nightmare together. Many are immigrants, and speak English as a second language. They aren’t used to exercising their constitutional rights of due process. I believe in the democratic process and that justice will be served. I practice what I preach. And I do not discriminate.

Better yet, I will share with the readers two real stories of attempts at manipulation. I hope the Weekly has the courage to print them.

At the infamous January 12th school board meeting, my daughter presented a speech she prepared. Afterward, she attempted to address [Board President] Steven Fenton directly. He brushed her off and she broke down when he walked away. When he saw that she was upset, he told her to have her mother call him and gave her his number. He didn’t yet know who her mother was.

I left a message with my name and num-

ber only. Mr. Fenton returned the call and asked to meet me for coffee. I went and listened to his telling me that “it’s over,” and the “noise needs to go away.” Upon concluding our little meeting, Fenton said to me, “I don’t know how many Diversity Permits we’ll be giving out this year, but would you like me to look into it for you?” I told him to do what he’d like, but I proceeded to inform all the parents of what he proposed. I never called him again. (Isn’t it interesting that it was recently decided that new diversity permits would not be offered, but old ones would be renewed?)

Within a few days after January 12th, [Board member] Jake Manaster approached the Opportunity Permit Parents through an intermediary to discuss a possible arrangement. I was one of three parents who met with Jake Manaster and Denny Fisch that morning in Century City.

Manaster told us that the district would be pink slipping up to 20 teachers and suggested that we help keep those jobs at the amount of \$2,000 to \$3,500 per student. His idea was to create an endowment or fund with our money to be released to the district contingent on permits being approved. He told us that with our financial commitment he would get the subject of permits put on the board agenda again. It would only require 3 votes and those would be easy.

We discussed this with all the parents and investigated the interest - of course parents would be willing to contribute to help their children. As part of our homework, we

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WHAT’S ON YOUR MIND?

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

You can fax us at:
310.887.0789

email us at:
editor@bhweekly.com



SNAPSHOT



WHAT’S IN A NAME? NORTH CLARK DRIVE

Beverly Hills Mayor Jimmy Delshad and Israeli Consul General of Israel Jacob Dayan celebrate the renaming of the three hundred block of N. Clark Drive to Herzl Way in honor of Theodore Herzl’s 150th birthday. The coastal town of Herzliya in Israel and Beverly Hills are sister cities



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OUR DATA SPEAKS VOLUMES



briefs

Kobor Files Lawsuit Against City

The Kobor Family Trust, developers of the 8767 Wilshire Blvd. project at Robertson, recently filed a complaint against Beverly Hills, alleging the city denied them a fair hearing when they sought an appeal in February to change the building's land use from general office to medical.

In the lawsuit, the Kobors claim the city failed to provide evidence supporting their argument that the land-use change would create significant adverse environmental impacts. The Kobors allege that city staff intentionally withheld testimonial evidence from the city council by instructing City Traffic Engineer Bijan Viziri not to attend the hearing. Viziri's findings allegedly supported the Kobors' traffic studies that showed there would be no adverse impacts on traffic, parking, air quality and noise.

"Having approved medical uses for neighboring properties, the City of Beverly Hills is now denying the same right to my client at Wilshire and Robertson, even though the zoning allows it," said Ben Reznik, attorney for the Kobors. "In so doing, the city acted illegally and wrongfully, and has exposed itself to huge monetary damages which we are pursuing."

The Kobors also allege the city demanded that they offer a substantial

"public benefit" by making 51 parking spaces available to the general public "as a condition of receiving staff's approval recommendation." The Kobors' proposal provided 60 additional parking spaces, an offer they claim wasn't properly reviewed and analyzed by city staff.

"The developer in this case requested that the city remove a condition that had been imposed on this project when it was approved," said City Attorney Larry Wiener. "The city council conducted a hearing that lasted several hours at which a great deal of testimony was presented from staff and residents, and based on that evidence, including the applicant's traffic report, the city council concluded that it would be inappropriate to remove the condition that the applicant previously agreed to abide by. We feel confident that the city council acted properly."

The Kobors are seeking damages totaling at least \$40 million, as well as declaratory relief that would void the city council's 3-2 vote to deny the land-use change. Both Mayor Jimmy Delshad and Councilmember Nancy Krasne, an adamant parking proponent, had voted in favor of the appeal.

In addition to offering 60 public parking spaces, the applicants would have also allotted one-hour parking for \$1 for all visitors for five years, after which parking costs would largely be converted to market rates.

However, at the time, council majority argued that the offer would not mitigate the negative impacts to traffic and residents in the area.

"We don't believe there's any merit to their allegation," Wiener said. "There was a specific condition that prohibited medical use, which the applicant accepted prior to commencing construction."

Construction of the 8767 Wilshire Blvd. project is currently under way, though the Kobors claim they are unable to obtain bank financing without the ability to use some of the space for medical purposes, since medical-use offices are more marketable than general office use. The project, the Kobors say, will not be completed if a loan is not secured.

James Blakely Joins Architectural Commission

James Blakely, an interior designer and owner of Beverly Hills-based Blakeley-Bazeley, Ltd., was recently appointed as one of Beverly Hills' architectural commissioners.

Blakeley, 55, has lived in the city for



James Blakely

most of his life. He was born in Los Angeles and attended El Rodeo School before later enrolling in a private high school.

"Since interior design is my profession, I work with

architects all day long," Blakeley said. "Having lived most of my life in Beverly Hills, I felt we lost the fabric of our city. There are very few cities in the country I call 'destination cities.'"

Some of those cities, Blakeley said, are Beverly Hills and Santa Barbara, where another office for Blakeley-Bazeley is located. Blakeley also owns a home in

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NOTICE OF COMMISSION VACANCY PLANNING COMMISSION

The Beverly Hills City Council is seeking qualified residents to fill one upcoming vacancy on the Planning Commission. The initial term of office for the position is two years. At the discretion of the City Council, the Commissioner may be reappointed to a second term of four years. The appointee will be required to file an initial and an annual "Statement of Economic Interests" financial disclosure.

In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Community Development. Please DO NOT contact the City Councilmembers or the members of the Planning Commission regarding the vacancy.

Application forms for the Planning Commission, along with a description of the duties of a Commissioner, and filing details are available for pickup in the City Clerk's Office, Room 290, 455 N. Rexford Drive, or call 310.285.2400 to receive an application and information by mail or by email.

The deadline for filing applications for this Commission is Friday, June 25, 2010, at 5:00 p.m.

BYRON POPE, CMC
City Clerk



NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the Council of the City of Beverly Hills, at its regular meeting to be held on **Tuesday, May 18, 2010, at 7:00 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, California, will hold public hearing to consider adoption of:

A RESOLUTION OF THE CITY OF BEVERLY HILLS AMENDING THE COMPREHENSIVE SCHEDULE OF TAXES, FEES & CHARGES TO ADJUST THE PARKING FACILITY RATES FOR FISCAL YEAR 2009/2010.

The proposed resolution will amend the Comprehensive Schedule of Taxes, Fees & Charges to adjust the parking facility rates pertaining to the City's parking facility at 461 N. Bedford Drive.

At the public hearing, the City Council will hear and consider all objections or protests to the rate adjustments. If the City Council adopts the resolution, adjustments to the parking facility rates will become effective immediately.

Copies of the proposed resolution are available for review or purchase in the Office of the City Clerk, 455 N. Rexford Drive, Beverly Hills, California, Room 290, and the Finance Department, 9357 W. Third Street, Beverly Hills, California. Any interested person may attend the meeting and be heard. Written comments may also be submitted and should be addressed to the City Clerk, 455 N. Rexford Drive, Beverly Hills, California 90210. The comments should be received prior to the hearing date.

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

BYRON POPE, CMC
City Clerk



NOTICE OF PUBLIC HEARING and INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION

DATE: May 13, 2010

TIME: 1:30 PM, or as soon thereafter as the matter may be heard

LOCATION: Council Meeting Room 280A
Beverly Hills City Hall
455 North Rexford Drive
Beverly Hills, CA 90210

The Planning Commission of the City of Beverly Hills, at its REGULAR meeting on Thursday, May 13, 2010, will hold a public hearing beginning at 1:30 PM, or as soon thereafter as the matter may be heard to consider:

A request for a Development Plan Review and a Variance application to allow construction of approximately 42,256 square foot, 3-story, 45-foot high medical office and restaurant at **121 San Vicente Boulevard**. A Development Plan Review is required for construction of new buildings. The project as proposed would provide 199 parking spaces within a four-level subterranean garage with ingress and egress from San Vicente Boulevard. The proposed parking spaces would be a combination of tandem and standard full-size parking spaces, and would rely on a valet operation. The City's municipal code does not allow tandem parking spaces, and the applicant has requested approval of a variance to allow the proposed tandem parking system to satisfy the code required parking. Pursuant to Beverly Hills Municipal Code §10-3-3700, the Planning Commission, in order to make the necessary findings to approve a variance request, may impose such conditions as it deems appropriate to protect the public health, safety and general welfare. The applicant proposes loading activity within the building, consisting of two truck loading areas accessible from San Vicente Boulevard through an entrance that is separate from the garage entrance.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and no significant unmitigated environmental impacts are anticipated; therefore, a mitigated negative declaration has been prepared, subject to review by the Planning Commission.

Any interested person may attend the meeting and be heard or present written comments to the Commission. Comments on the proposed Mitigated Negative Declaration may be submitted in writing to the Planning Department within 20 days from the date of this notice, and written or oral comments will be accepted at the Planning Commission meeting at the date and time noted above. Although the Planning Commission will conduct a public hearing for this project on May 13, 2010, final action will not be taken until after the 20-day comment period on the Mitigated Negative Declaration has expired.

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

If there are any questions regarding this notice, please contact Rita Naziri, Senior Planner in the Community Development Department, Planning Division at 310.285.1136 or by email at maziri@beverlyhills.org. Copies of the applications, plans, Mitigated Negative Declaration, and all documents referenced in the Mitigated Negative Declaration are on file in the Planning Department, and can be reviewed by any interested person at 455 N. Rexford Drive, Suite 100, Beverly Hills, CA. 90210.

Jonathan Lait, AICP, City Planner

Mailed and published: April 30, 2010

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Santa Barbara.

"Those cities generate revenue," Blakeley said. "We have let the developers rule the city instead of the city telling developers the situation. This city is a special city, and it should have a special fabric to it and a character of what makes this city special."

Blakeley, who is not married, previously served on Santa Barbara's Architectural Board of Review. He graduated from Woodbury University with a bachelor of science in interior design and received a bachelor of arts in marketing from UCLA.

"I think I bring a different eye to the table in the sense that architects are going to look at certain things from their point of view," Blakeley said. "Since I'm an interior designer I see things differently. It's more exciting than if it were one person, one input. I hope I'm asking questions [when I sit on the commission] that no one else at the table has thought of. It's the same thing I'm asking back from my fellow commissioners: pointing something out that I didn't think of. I think that's very healthy."

Blakeley said he plans to be an architectural commissioner as long as he feels he is "pertinent and enhancing both the commission and the city," though he added that he was interested in working on the "green space" in Beverly Hills.

"Along Santa Monica and the parks, it can all be a lot more enhanced," Blakeley said. "More beautification so if people are driving by, it pops out as real jewels of the city. I know there's always another way to slice the pie."

24 Dogs Seized from Charlotte Spadaro's Riverside Home

Riverside County Department of Animal Services have seized 24 dogs from the home of Former Mayor Charlotte Spadaro after a concerned neighbor called authorities. Most of the animals were malnourished puppies that had lost hair, and were surrounded with their own waste.

Animal Services Capt. Tammie Belmonte said the stench in the home was overwhelming.

"No animal should have to live like this," Belmonte said. "There was feces everywhere."

Authorities also found one dead puppy in a trailer and seized a cat and four kit-

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spoke with attorneys who advised us that this would be unlawful in the state of California, that we would be accomplices to a crime. Obviously, we would not put ourselves in such a situation.

Now, what is the real definition of "manipulation"? According to Merriam Webster, manipulation means "to control or play upon by artful, unfair, or insidious means especially to one's own advantage."

*Michelle Menna
Los Angeles*



BHHS Softball Team Edges Inglewood

Norman boys' golf team wins league title.
By Steven Herbert

A game that seemed headed for a rout instead turned into a 4-3 victory for Beverly High in an Ocean League softball game at Inglewood April 26, with Emily Rosen retiring the final 13 Inglewood batters she faced to preserve the lead.

The Normans scored twice in both the first and second innings. The Sentinels responded with two runs in their half of the second and a solo home run by Glenda Magana with one out in the third.

One out after Magana's home run, Angela Herrera reached third on an error by Lexi Silbiger, the Beverly Hills right fielder.

However, Herrera would be the last Inglewood batter to reach base, as Rosen got Jennifer Carrisoza to pop out to end the inning, then pitched perfect fourth, fifth, sixth and seventh innings, allowing only two balls to be hit out of the infield.

Rosen (7-7) allowed four hits and struck out two batters. She did not walk or hit a batter, but threw three wild pitches.

The Normans led 2-0 four batters into the game. Annie Math reached first on an error by Abigail Medina, the Sentinels shortstop, stole second and scored on Rosen's single.

Tylor Fields, the courtesy runner for Rosen, advanced on the first of Lisa Kliman's three singles and scored when Silbiger grounded into a force out.

Math singled with two outs in the second, stole second, moved to third on Rosen's single and scored on Kliman's single. Fields, who was again a courtesy runner, scored when Silbiger hit Beverly Hills' fourth consecutive single.

The Normans were held to two hits over the final five innings – singles by Kliman in the third and Jackie Pop in the sixth, both with two outs.

Despite the late-game drought, Beverly Hills out-hit Inglewood, 9-4.

Hawthorne 16, Beverly Hills 2

Math and Rosen both singled in each of their first three at-bats in an Ocean League game at Beverly Hills April 27 shortened to six innings because of the 10-run rule.

Pop's third-inning single drove in Math. Silbiger's fourth-inning single drove in Fields, who singled, with the Normans' other run.

Rosen (7-8) pitched a

complete game, allowing 19 hits, 16 runs (12 earned), striking out four and walking one in six innings.

The Cougars scored twice in the first, second and third inning, once in the fourth, four times in the fifth and five times in the sixth.

What's Next?

The Normans are scheduled to play host to Inglewood today and Culver City Tuesday in Ocean League games beginning at 3:15 p.m.

Boys' Golf

Beverly Hills 186, North Torrance 203

Dillon Curtis shot a team-low even-par 35 as the Ocean League champion Normans (13-1, 9-1 in league play) concluded match play with a victory at Rancho Park Golf Course last Thursday.

Ocean League Prelims

Richard Kim led the field with a two-under-par 70 Monday at Harding Golf Course in Griffith Park and four of his Beverly Hills teammates also qualified for the finals.

Josh Newman shot a one-over-par 73, Ezra Laemmle and Brian Song four-over-par 76s and Hyuk Yu a five-over-par 77.

What's Next?

The Normans are scheduled to compete in the Ocean League finals today at Wilson Golf Course in Griffith Park beginning at 8 a.m.

Boys' Tennis

Beverly Hills 18, Culver City 0

Drew Freeman won his first and third sets 6-0 and his second by default for the Normans in an Ocean League match at Culver City April 15.

Donovan Suh was a 6-1, 6-2, 6-0 winner at No. 2 singles for Beverly Hills (2-8, 1-0), while Andre Herd won 6-2, 6-1, 6-1 at No. 1 singles.

The Normans' No. 3 doubles team of Eric Busi and Max Eagle won 6-2, 6-1, 6-1. Their No. 1 team of Jon Jason and Sam Farzani won 6-0, 6-0 before being replaced by Charles Kim and Abhay Singh, who won their only set 7-5.

Steven Kim teamed with Austin Towns for 6-2 and 6-1 victories and with Kevin Krell for a 6-1 victory.

Harvard-Westlake 14, Beverly Hills 4

Herd won two of three sets while the Eric Busi-Sam Farzani and Drew Freeman-Steven Kim doubles teams both won one of three in a nonleague match April 19 at Weddington Golf and Tennis in Studio City.

The Wolverines were ranked fifth in the Southern Division I poll released April 19.

Boys' Track and Field

Beverly Hills 98, Inglewood 10

Kenny Bassett and Donovan Dickens both won two events as the Normans won every event other than the 1,600-meter relay that concluded the Ocean League meet at Inglewood April 15.

Bassett won the 200 in 22.7 seconds, leaped 19 feet, six inches to win the long jump and was second in the 100 in 11.06 seconds behind teammate Julian Sarokin, who won in 10.6.

Sarokin's time converts to an electronically timed 10.84 seconds, matching the third best performer in school history, according to statistics compiled by Simon Langer.

Dickens won the 110 high hurdles in 15.5 and the 300 intermediate hurdles in 43.32.

The other individual event winners for Beverly Hills (3-2, 3-0) were Sam Capagrosso (3,200, 12:51.79); Josh Galen (1,600, 4:53.4); Zach Gallagher (400, 51.97); Brandon Hale (high jump, five feet, six inches); Nicky Harper (800, 2:09.4); and Julian Jackson (shot put, 48 feet, four inches).

The Sentinels accounted for their points with a victory in the 1,600 relay, a second-place finish in the 110 high hurdles and third-place finishes in the 300 intermediate hurdles and 800.

Girls' Track and Field

Beverly Hills 98, Inglewood 12

Asia Williams won the 100 in 12.52 and leaped 16 feet, nine inches to win the long jump and 31 feet, two inches to win the triple jump as the Normans won every event other than the 400 relay that opened the Ocean League meet at Inglewood April 15.

Gitla Shooster won the 1,600 in 5:43.9 and 3,200 in 14:48.44 for Beverly Hills (3-2, 3-0).

The other individual event winners for the Normans were Dolly Amaral (300 low hurdles, 55.28); Kiarra Brown (200, 25.8); Elizabeth Friedman (400, 1:10.85); Ariana Luster (shot put, 29 feet, 10 inches); Jodie Raffi (100 high hurdles, 18.6); Sidney Segal (800, 2:31.1); and Cassandra Shaw (high jump, four feet, four inches).

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from the hills of beverly



Food For Thought

And Saks in the city condos

By Rudy Cole

No question, the idea of creating an event for the Labor Day weekend that would hopefully bring people to our hotels, restaurants and shops is worth supporting. However, there are some questions that need asking.

It all began with a clever tie-in, and Mayor **Jimmy Delshad** spotted the promotion possibilities: On September 10, 2010 we could use the date to utilize our most famous zip code. It works: 9.02.10.

Enter "Best Events" and **Jeffrey Best**, the company owner. They have very impressive credentials in event promotion, and Best is reportedly a resident of our city with children in our schools. Quite wisely, he brought the Beverly Hills Education Foundation as the "key event sponsor," this according to a staff report presented to the Council Tuesday.

What is being proposed is a "Taste of Beverly Hills" restaurant program tried here before with good results, but never sustained. The showcasing of local eateries has been highly successful in many cities throughout the country, and consid-

ering the quality of our restaurants and our nationally known chefs, such as **Wolfgang Puck**, it should be welcomed with open napkins.

It fits another test: an event that could actually bring diners, hotel visitors and shoppers to our city instead of one more costly scheme to promote our name or "brand." Through the years, millions have been literally wasted on "ideas" designed to make people more familiar with the name Beverly Hills.

Clearly, that has not been our problem for many decades.

What we need are events and programs that stimulate tourism. We know the attractions: Rodeo Drive, world class hotels, fine dining, spotting celebrities, beautiful homes and a safe environment – all part of the Beverly Hills mystique, and it is working. We are not facing some crisis in tourism except that we have not escaped the economic challenges faced by our nation and the world, just not as severely.

One Golden Globes at the Beverly

Hilton gives us more name exposure than all the recognition programs ever devised, but we do lack events. Of course, we could do more to support those we have such as the wonderful Playboy Jazz Festival, the Affaire in the Garden, the Paley Center and other resources. When the Annenberg opens, that too will fill a destination void as would a world class art museum.

Back to the problems, and some of this ties into our emerging Conference and Visitors Bureau and their internal power issues, the role in economic development and promotion of the Beverly Hills Chamber of Commerce and some troubling changes of staff responsibilities inside city hall.

Do these issues have real meaning in how the city handles this proposed event? Yes, because the whole program needs vetting by our experts in the Chamber, the CVB and they need to be directly involved.

With all appreciation to Best and his team, what I heard Tuesday was far too loose to rush into major city funding without better controls.

When Best listed some of the restaurants and chefs he hoped to invite, he went far beyond our city limits and local eateries in his wish list. This should not be about promoting restaurants outside our city.

The Best organization may be great promoters, but their understanding of city realities is very lacking. Not his fault, but if the CVB and the Chamber were on board, some misconceptions might be avoided. Some of these are technical and minor, some serious and requiring far more study before the city actually pays out the \$100,000 in start up costs.

Aside from suggesting restaurants outside Beverly Hills, Best also misstated some facts about the hotel industry: He said that during the Labor Day weekend our hotels expected about a 60 percent occupancy instead of the eighty percent they enjoy most of the year. We only wished that was true.

Most of our hotels are far below what they were in 2007 and even reaching 50

percent Labor Day weekend would be a success. (There are some exceptions, but city-wide, his numbers are way off.)

What troubles me was that Best and one city staffer alone made the pitch to the city council. Why wasn't the Chamber and the CVB there? Yes, they have been consulted, however neither are yet on any team effort.

Councilmember **Nancy Krasne** warned that Beverly Hills, and our nearest neighboring communities, empty on the Labor Day weekend. That is both good and risky. Maybe the event can become an annual attraction and make us the escape destination. However, the expertise in the Chamber and the CVB could have helped guide the council on tourist realities for this program. Both organizations have top professionals in the field.

We should appreciate what Best is offering to do, however \$100,000 plus should not be committed without careful thought and more control. Yes, time is running out and the 9.02.10 idea is good, but there are too many questions and lack of involvement with those charged with promotion not to be very cautious. Best did not come for a permit to hold an event, he asked for city financial front money.

Which brings us back to some purely internal questions: Who will actually lead the CVB? Although the Hilton's **Sandy Murphy** is now the able and respected president, the organization will soon pick a new vice president who will succeed her later this year.

Last week, we questioned if that should be anyone who is not now directly involved within our city. Two very competent board members are being considered, but neither may have a direct Beverly Hills connection.

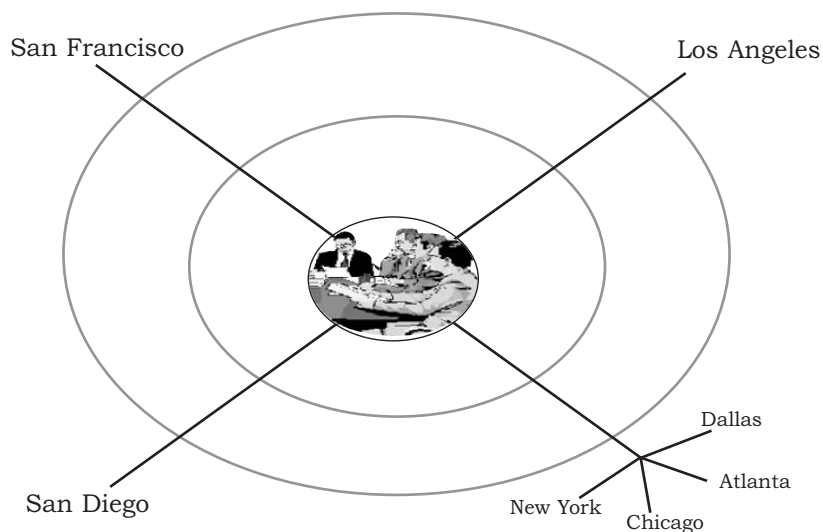
The other paper in our village took that even further, and that was bizarre. First, you had to be very invested in this whole question to even connect the dots. The paper said it would be inappropriate for one of the likely leaders to be selected because he is now working to bring Beverly Hills business to a competing hotel in Santa Monica. However, in that same paper there was a back page ad inviting people in Beverly Hills to move to Malibu! There are also frequent inserts promoting Palm Springs and there have been ads urging shoppers to visit the South Coast Plaza. Nothing wrong with

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any of that, but hardly supportive of the keep business here argument. (I'm sure **Josh** would not reject an ad promoting Fresno.)

The real subject of this, and he is innocent of any of the intrigues, is **Jay Newman**, the very able hotel and marketing guru who has been the face of the Montage since it was first presented. Newman has paid his dues to the city, helped back a wide range of community support groups and been a visible and able leader in the Chamber and now the CVB. True, his Athens Group is no longer officing here, but Jay is still very involved.

There simply is no other viable choice who seems willing to step forward although the CVB has some outstanding talent, including the general manager of the Peninsula, **Offer Nissenbaum**. We have heard that the manager of a great cup cake company is a possible candidate. **Charles Nelson** of Sprinkles is probably a talented promoter and a good guy, but no

matter how tasty his treats, this chore needs more experience than knowing how to market a product, which he does very well.

Newman brings something else to the table: He has the confidence of the city council and the business sector. So, despite the geographic issues, the CVB should move on and make this choice, now.

Speaking of resolving long standing challenges, the time has come to end the decades long debate on the appropriate use of some land on the 100 south blocks of Camden and Peck Drives.

Clearly, the concerns of the neighbors need to be considered, but their opposition has resulted in years of debate, considerable costs to the city, time of city commissioners and staff and, of course, the expenses to the proponents. However, mostly this has been too divisive for too many years not to bring some closure and

a rational compromise.

This not some scheme devised by a foreign investment group that could implode once approved. The proponents are the Casden group, and they are very much a part of our community.

Realistically, the land cannot remain as parking lots or structures. Nor are the proponents suggesting zone changes from residential to commercial, something we would never want to consider because of the impact on our residential area. But there is a natural buffer on the 100 south block: apartments, not single family.

What is being proposed are 44 luxury condominiums, and if the design is as exciting as they argue, it will enhance, not diminish the property values of the area. Clearly, more esthetic and environmentally beneficial than parking facilities.

One more reason to give this careful consideration. Although there is clearly a diminished demand for condos, these may fit a need not now offered by any other

similar development in terms of price and design. Not to be dismissed is that if and when the condo market returns, there could be another round of applications to demolish rental property for conversion to condos. This project would help reduce the demand for conversions and just maybe help keep renters in our village.

Too early for any final evaluation, the EIR process needs to go forward and all interested parties given time to be heard. But it is really time to consider ending a battle that has not served our city's interests.

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

briefs cont. from page 4

tens. Piles of rotten food and trash were also discovered on the property.

"This will be processed as potential animal cruelty case and forwarded to the Riverside District Attorney's Office for review," Belmonte said.

Belmonte said some healthier dogs were left on the property. Spadaro was not present in the home when the animals were seized.

BHUSD to Hold Kindergarten Orientation

BHUSD's Kindergarten Orientation will kick off May 25 at Hawthorne at 1:30 p.m. All prospective kindergarten students and parents are invited to attend to meet the kindergarten teachers.

Horace Mann's orientation will be held May 28 at 1:30 p.m. Both El Rodeo's and Beverly Vista's kindergarten orientation are scheduled for June 3 at 1 p.m. and 1:30 p.m.

The orientation will also include refreshments and activities such as finger

puppets, sorting "treasures," question and answer segments and meet and greet sessions with former kindergarten parents.

For more information, contact BHUSD at (310) 551-5100, ext. 2240.

Michael Blumenfeld Joins Alan Kaye Insurance Agency

Michael M. Blumenfeld has joined the Alan Kaye Insurance Agency as vice president of Long Term Care and Discounted Annuities.

Blumenfeld is a charter financial consultant, a chartered life underwriter and

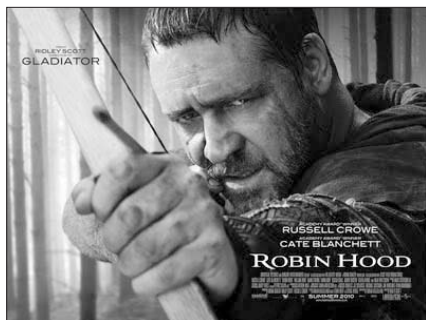


Michael M. Blumenfeld

registered investment advisor with more than 20 years of experience. He is also active in many civic and charitable organizations, and has served as president of the Beverly

briefs cont. on page 8

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sports cont. from page 5

The Sentinels accounted for their points with a victory in the 400 relay, second- and third-place finishes in the 100 and a second-place finish in the 200.

What's Next?

The Norman boys' and girls' teams are scheduled to compete in the Ocean League finals today at Culver City, beginning at 2:45 p.m.

Girls' Lacrosse

Peninsula 17, Beverly Hills 0

Goalkeeper Francesca Hall made 15 saves for the Normans in a Bay League game at Peninsula April 16.

Boys' Swimming

John Marrow Invitational

Beverly Hills junior Kevin Suarez was second in the 200-yard individual medley in one minute, 59.44 seconds and third in the 100 backstroke in 55.28 March 26 at the Swim-Gym.

Kevin Youssefzadeh was the other Norman swimmer to qualify for a championship final, finishing second in the 50 freestyle in 22.86 and seventh in the 100 freestyle in 50.77.

Two Beverly Hills relay teams qualified for championship finals. The quartet of Youssefzadeh, Tracy Ainslie, Sho Emerson and Suarez finished fifth in the 400 freestyle relay in 3:25.74.

The Norman team of Suarez, Ainslie, Emerson and Youssefzadeh was disqualified in the 200 freestyle relay.

Beverly Hills finished eighth with 118 points, three behind seventh-place Culver City. La Canada won with 260 points.

Girls' Swimming

John Marrow Invitational

Young In Lee was the lone Beverly Hills swimmer to qualify for a championship final, finishing fourth in the 100 breaststroke in 1:13.87 March 26 at the Swim-Gym.

One Norman relay team qualified for a championship final. The quartet of Alli Friedman, Agnes Rapala, Mallory Smith and Lee was seventh in the 200 freestyle relay in 1:52.47.

Beverly Hills finished ninth with 63 points, 50 behind eighth-place Torrance. La Canada won with 244 points, three more than runner-up Palisades.

What's Next?

The Norman boys' and girls' teams are scheduled to compete in the Pioneer League finals Friday at 5 p.m. at the Swim-Gym.

Baseball

Beverly Hills 10, Morningside 6

An 8-0 lead through five innings was sufficient for the Normans to withstand the Monarchs late comeback attempt in an Ocean League game April 22 at La Cienega Park.

Charlie Bennett was two-for-four and drove in two runs with a second-inning double for Beverly Hills (10-5, 2-1).

Norman starter Ben Jones (5-1) allowed two runs (one earned) and six hits over six innings, striking out nine and walking one.

Beverly Hills scored four runs in the first. Jonas Brock, its leadoff hitter, was hit by a pitch from Jibri Rasool and scored when Joey Livingston walked with the bases loaded and two out.

The next hitter, Henry Evans, reached on an error by Enrique Cruz, the Morningside second baseman, which allowed Jones, who singled, and Shane Shapiro, who reached on an error by Roymel Brooks, the Monarchs right fielder, to score.

Yoni Ginsberg then singled in Livingston. Bennett's second-inning double drove in Brock, who reached on an error by Eduardo Lopez, the Morningside shortstop, and Jones, who walked.

Beverly Hills loaded the bases with no outs in the fifth. Livingston reached on an error by Brooks, Evans singled and Ginsberg walked. Livingston scored on A.J. Fortier's ground out. Evans stole home to increase the Normans' lead to 8-0.

The Monarchs combined an error by Fortier, the Beverly Hills third baseman, a single by Jonathan Davila, Nathan McDonald's double, Felipe Martinez's RBI single and a passed ball by Cody Vallez-Norton that allowed Davila to score for two runs in the sixth.

The Normans scored twice in their half of the sixth, while Morningside scored four runs in the seventh off reliever Matt Black.

What's Next?

The Normans are scheduled to play at Santa Monica today and Inglewood Tuesday in Ocean League games beginning at 3:15 p.m.

Boys' Volleyball

Beverly High is scheduled to play host to Santa Monica today at 3:15 p.m. in an Ocean League match at the Swim-Gym.

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

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Hills Rotary Club.

Alan Kaye Insurance Agency specializes in life insurance planning for families, business owners and individuals. It is a wholly-owned subsidiary of National Financial Partners, a New York Stock Exchange company.

Alissa Roston Named Charitable Solicitations Commission Chair

Former BHUSD Board of Education President Alissa Roston has been appointed as chair of the Charitable Solicitations Commission.



Alissa Roston

"Our big goal is to inform the community that we do exist as a commission and that we provide a resource to community members

who provide charitable donations," Roston said. "Our mission is to inform citizens about various charities that they might be donating to."

The commission helps to ensure that charities holding fundraiser in Beverly Hills fulfills the city's requirement that at least half of the proceeds be donated to the named charity. Charities that have repeatedly recorded net proceeds less than 50 percent of total receipts for fundraising events are posted on the city's Web site.

"[That's] the other thing we do," Roston said. "We are putting them on our Web site, and we are reporting them to the attorney general and IRS."

Roston said she hopes people will visit the Web site before making charitable donations.

"I'd like to inform our citizens about making good choices when they give philanthropically and to let the citizens know that the information is available," Roston said.

Roston served on the board from 1999 to 2007.



(left to right) Tommy Moran, Junie Ancheta and Avrami Hacker

Horace Mann Service Learning Read-A-Thon Supports Haiti

Horace Mann recently held a read-a-thon as part of its service-learning project in an effort to raise money for the rebuilding of schools in Haiti. About \$7,360 has been raised. In the coming months, t-shirts will be sold also to benefit Haiti.



Photo: Natalie Hannani

(left to right) Volunteers Elisa Geller (Vice President of Hospitality), Debora Barone, Natash Espinal, Anna German, Marian Lumer, Natalie Hannani and Martha Galvan

Horace Mann Holds Multicultural Luncheon

Horace Mann held a multicultural luncheon recently for teachers and staff as part of the Multicultural Week. Food was donated by families, Horace Mann PTA and local restaurants, including Aram, Natalee Thai and Baja Fresh.

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JERSEY SHORE: THE PERSIAN VERSION

The hit reality TV show spins off, but will it be good for Beverly Hills?

By Kimberly Cheng

Move over Guidos and Guidettes.

Your Ed Hardy, fist-pumping days may soon be overshadowed by the “Gucci, Gabbana, Cavalli and Cristal” lifestyle of Persianettes and Pessies in Beverly Hills.

“The Persian Version” of MTV’s hit reality TV Show is seeking “Los Angeles[-based] proud Persian-Americans who rule the Hollywood nightlife and own Beverly Hills,” the casting call reads. “Two thousand years ago the Persian Empire ruled the ancient world...but they didn’t have your soundtrack, your style, or your swagger! Today there’s a new Persian empire growing right here in LA and it’s ready to conquer the world all over again.”

But the show won’t go on without a fight.

Tainted by negative stereotypes, “Jersey Shore” became the target of both Italian-American critics and Jersey natives who refused to be associated with the loud-mouthed, sex-crazed, gelled-up ragers portrayed by the eight-member show.

Now, many wary Persian-Americans are following suit.

Human Relations Commissioner Sharona Nazarian said whether the program will be positive or negative for Beverly Hills will depend on how the show’s producers spin the storyline.

“I think that with regard to the media, they can portray anyone in a positive or negative light regardless of culture or background,” Nazarian said. “It’s basically going to be up to the people who are filming. You have to take it for face value. There’s good and bad to every culture.”

Nazarian said stereotypes can be found in every culture.

“Who is to say what’s accurate or what’s not,” Nazarian said.

Doron Ofir Casting and 495 Productions, companies also behind the widely popular “Jersey Shore,” released an announcement that they are looking for “proud Persian-Americans” who “live a lifestyle most people only dream of...From BMWs and Bugatis, to Mercedes and Movado and money is no object.”

“Do you reign over the most exclusive spots in the city?” the notice says. “Do you

use your exotic appeal to get anything or anyone you desire? Prove it!”

But Shaggy Bajrami of Doron Ofir Casting said the show, currently called “Beverly Hills Untitled Project,” won’t be filtered through the stereotype of privileged, club-hopping young Persians.

“We aren’t necessarily throwing them into a house,” Bajrami said. “We actually want to capture their life as it stands now. The way they live, work and play. Their lifestyle in Beverly Hills.”

Bajrami said the ideal cast would be people who live in the Los Angeles area, though they “keep it pretty open” to people as long as they “have some sort of connection to [Beverly Hills].”

“I think that with regard to the media, they can portray anyone in a positive or negative light regardless of culture or background. It’s basically going to be up to the people who are filming. You have to take it for face value. There’s good and bad to every culture.”

— Sharona Nazarian, Human Relations Commissioner

Meanwhile, a Facebook page titled “Boycott ‘Persian’ Jersey Shore before it’s made” was recently created by PJ Arminpour, and is pitted against the Facebook page promoting the new spin-off.

“Our goal is [to] let the producers know that we are united and will boycott the sponsors of the show if it portrays us in a negative light under the ‘reality’ banner,” writes Arminpour. The page has nearly 700 fans, compared to the show’s promotional page of just under 600 fans.

Arminpour, who works for Walt Disney Studios, said in an article published on america.gov that while he recognized any opposition to the program might help it by giving it publicity, he decided the risk was worth gaining any momentum in stopping the project from getting off the ground.

“When this show goes out to the world, when Middle America sees this, this will be their point of reference [about what Iranian-Americans are like],” Aminpour

said.

Doron Ofir, owner of the casting company, calls the reality show “a docu-soap” in the same article, and said it will be based on the cast members’ real lives instead of a contrived situation like “Jersey Shore.”

“Everyone is influenced by the theory that this is going to be a train wreck,” Ofir said in the article. “It’s actually a family story. I just think that it’s important for Americans to see what family values are shared across ethnic lines.”

Ofir said the show will follow four or five young adults and explore their interaction with their families as well as with one another, adding that it will likely show different attitudes among first-generation,

second-generation and third-generation Iranian Americans.

“If this was on PBS, and it was called ‘An American Family,’ nobody would raise an eyebrow,” Ofir said.

So far, Doron Ofir Casting has conducted about 150 in-person interviews after receiving anywhere from 400 to 500 applications for the show. Some of the applicants reside in Houston, Miami and other East Coast cities. Production will begin in July, and will last one to two months.

Bajrami said during the interviews, applicants are required to “go on camera for 10 to 15 minutes and tell us about their life.” Those submitting applications from out of state are given home-video submission letters.

MTV is currently not affiliated with the show, as a network has yet to be announced.

In a recent article in the LA Examiner, Dana Farahani spoke out against “The Persian Version.”

“This does not sit well,” Farahani writes. “At least not now. Not when thousands of miles away in Iran, another group of young Persians are in a fight for their lives against a brutal regime that has stifled their right to democracy.”

Farahani argues that Persians are a “diverse and varied people,” and many have already “felt unfairly stereotyped as radicals” since the late 1970s, “thanks in part to the actions of the Iranian government.”

“With this type of show on the docket, Persians will have yet a new stereotype to battle,” Farahani writes. “Why build one more barrier only to have to overcome it?”

In a April 29 blog on radiojavan.com, Arash Teddi posted a spoof video titled “Jersey Shore - Persian Version: The Auditions” in an attempt to show his “stance against such a show ever coming into production.”

“The over-exaggerations of the cast along with the several misguided stereotypes are tools to create a discussion among how ludicrous and irrational such behavior is, in hope of it never being imitated in any way,” writes Teddi, who wrote, produced and directed the video. “My goal as an active Iranian is to combat any show that aims to perpetuate stereotypes redundantly in efforts of playing them off as truths.”



Holly Dages

Holly Dages, a senior at UCLA, auditioned for the show this past Tuesday, and will be cast pending the director’s approval. Dages lived in Tehran, Iran for seven years before returning to Los Angeles four years ago. She lived in Beverly Hills for several years, and attended Beverly Vista from third to sixth grade.

“I didn’t want to initially do it because it was suppose to be the Iranian version of ‘Jersey Shore,’ Dages said. “But they changed the concept, and it’ll show the real life of the Iranian community.”

The 24-year-old said she auditioned out of curiosity, and was told by producers that the show’s format will resemble MTV’s “The Hills.”

“I think whether this show exists or not, if you live in L.A., that stereotype [of Iranians] exists,” said Dages, whose mother is Iranian Muslim. “Everybody has a stereotype of every group, culture, race or religion. I don’t think the show will make that much of a difference. For the younger people, it’s all about entertainment. This shouldn’t be taken seriously. Just like everybody, deep down, knows all Italian Americans aren’t Guidos or Guidettes.”

Dages said she is unsure if she will accept a role in the reality TV show if it is offered.

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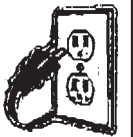
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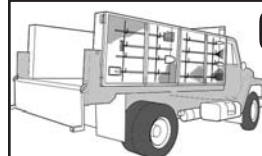


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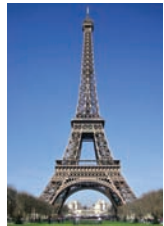
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Department of Alcoholic Beverage Control
888 S. Figueroa St. Ste 320
(213)833-6543

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE

Date of Filing Application: January 6, 2010
To Whom It May Concern:

The Name(s) of the Applicant(s) is/are:
WYNTON REAL ESTATE BEVERLY HILLS LLC

The applicants listed above are applying to the Department of
Alcoholic Beverage Control to sell alcoholic beverages at:

9291 BURTON WAY
BEVERLY HILLS, CA 90210-3709

Type of license(s) applied for:
47-ON-SALE GENERATOR PLAC BEG
66-CONTROL ACCESS CABINET PERMIT
68-PORTABLE BAR

FICTITIOUS BUSINESS NAME STATEMENT: 20100351103

The following person(s) is/are doing business as: IGLESIAS ENTERPRISES, 1101 W HERALD ST, WEST COVINA, CA 91790, MARTHA IGLESIAS, 1101 W HERALD ST WEST COVINA CA 91790. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed MARTHA IGLESIAS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 17846

FICTITIOUS BUSINESS NAME STATEMENT: 20100466093

The following person(s) is/are doing business as: RESCUE ONE AMBULANCE EMS, 9901 ARTE-SIA BLVD, BELLFLOWER, CA 90706, RESCUE ONE AMBULANCE INC, 9901 ARTESIA BLVD BELLFLOWER CA 90706. The business is conducted by: a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed RESCUE ONE AMBULANCE INC, CEO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 18019

FICTITIOUS BUSINESS NAME STATEMENT: 20100468104

The following person(s) is/are doing business as: KIDDIE SHUTLZ, 2930 W IMPERIAL HWY # 2007, INGLEWOOD, CA 90303, VALRIE HOLLIS, 9718 CRENSHAW BL INGLEWOOD CA 90305. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on:1/12/09. Signed VALRIE HOLLIS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/29/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 18021

FICTITIOUS BUSINESS NAME STATEMENT: 20100468295

The following person(s) is/are doing business as: BRIANS PAINTING AND CLEANING, 6659 GUNDRY AVE, LONG BEACH, CA 90805, BRIAN ANTHONY AMADOR, 6659 GUNDRY AVE LONG BEACH CA 90805. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed BRIAN ANTHONY AMADOR. Registrant commenced to transact business under the fictitious business name or names listed above on 4/02/10. Signed:Michael Ferrante, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 18020

FICTITIOUS BUSINESS NAME STATEMENT: 20100466688

The following person(s) is/are doing business as: EDS NATIONAL SUITS, 116 E WHITTIER BLVD UNIT B, MONTEBELLO, CA 90640, EDGARDO GARCIA, 128 NATASHA LANE MONTEBELLO CA 90640. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed EDGARDO GARCIA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 18022

FICTITIOUS BUSINESS NAME STATEMENT: 20100453920 The following person(s) is/are doing business as: FERRANTE KOBERLING 1040 N. Laurel Ave. #8 Los Angeles, CA 90046. MICHAEL ANTHONY FERRANTE 1040 N. Laurel Ave #8 Los Angeles, CA 90046. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/02/10. Signed:Michael Ferrante, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/2/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1932

FICTITIOUS BUSINESS NAME STATEMENT: 20100358890 The following person(s) is/are doing business as: PROSPECT PRODUCTION HOUSE 10943 Fruitland Dr. Unit S, Studio City, CA 91604, ANDREW GRAZIANO 10943 Fruitland Dr. Unit S, Studio City, CA 91604. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 3/17/10. Signed: Andrew Graziano, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/17/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1933

FICTITIOUS BUSINESS NAME STATEMENT: 20100462177 The following person(s) is/are doing business as: ELEGANCE DANCA SHOES 6305 Limerick Ave., West Covina, CA 91790, GAYANE GRADJAN, 6305 Limerick Ave. West Covina, CA 91790. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on N/A. Signed: Gayane Gradjan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/08/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1934

FICTITIOUS BUSINESS NAME STATEMENT: 20100464464 The following person(s) is/are doing business as: PROSPECT PRODUCTION HOUSE 10943 Fruitland Dr. Unit S, Studio City, CA 91604, ANDREW GRAZIANO 10943 Fruitland Dr. Unit S, Studio City, CA 91604. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 3/17/10. Signed: Andrew Graziano, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/17/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1934

FICTITIOUS BUSINESS NAME STATEMENT: 20100352099 The following person(s) is/are doing business as: MB CAKES 7240 Petrol St. #6, Paramount, CA 90723, MISTI BROOKS 7240 Petrol St. #6, Paramount, CA 90723. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 1/1/09. Signed: Misti Brooks, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1935

FICTITIOUS BUSINESS NAME STATEMENT: 20100352104 The following person(s) is/are doing business as: JOYETTE BOOTCAMP 17014 S. Catalina Ave. Gardena, CA 90247, JOYETTE GOODWIN 17014 S. Catalina Ave. Gardena, CA 90247. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 1/1/09. Signed: Joyette Goodwin, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1936

FICTITIOUS BUSINESS NAME STATEMENT: 20100383142 The following person(s) is/are doing business as: E & A MOBILE AUTOTRUCK REPAIR 13973 Aztec St. Sylmar, CA 91342, EVA MORALES, 13973 Aztec St. Sylmar, CA 91342. The business is conducted by: an Individual.

Registrant commenced to transact business under the fictitious business name or names listed above on N/A. Signed: Eva Morales, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/19/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1937

FICTITIOUS BUSINESS NAME STATEMENT: 20100352098 The following person(s) is/are doing business as: FRIZZIERI PAINTING & BUSINESS SERVICES 1644 E. Bluebell St., Lancaster, CA 93555, RONALD FRAZIER 1644 E. Bluebell St., Lancaster, CA 93555. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 1/1/09. Signed: Ronald Frazier, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1937

FICTITIOUS BUSINESS NAME STATEMENT: 20100481435 The following person(s) is/are doing business as: RICK BIRNBAUM ENT 11012 Ventura Blvd. #211 Studio City CA 90211, OGANES KOSTIKYAN, 256 S. Robertson Blvd. #7199 Beverly Hills, CA 90211. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on N/A. Signed: Oganest Kostikyan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1938

FICTITIOUS BUSINESS NAME STATEMENT: 20100352102 The following person(s) is/are doing business as: PORSHER PARALEGAL SERVICES 4418 Pixie Ave., Lakewood, CA 90712, POR-SHA LEE 4418 Pixie Ave., Lakewood, CA 90712. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 1/1/09. Signed: Porsha Lee, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1938

FICTITIOUS BUSINESS NAME STATEMENT: 20100480462 The following person(s) is/are doing business as: ARTS AUTO APPRAISING 577 W. Stocker St. Glendale, CA 91202, ARTEM KHACHATRYAN 577 W. Stocker St. Glendale, CA 91202. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on N/A. Signed: Artem Khachatryan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/09/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1938

FICTITIOUS BUSINESS NAME STATEMENT: 20100352100 The following person(s) is/are doing business as: CARLOS PLUMBING AND MAINTENANCE SERVICES 2677 E. 56TH ST. #6, LONG BEACH, CA 90805, CARLOS JOHNSON 2677 E. 56TH ST. #6, Long Beach, CA 90805. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 1/1/09. Signed: Carlos Johnson, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1939

FICTITIOUS BUSINESS NAME STATEMENT: 20100352101 The following person(s) is/are doing business as: NICKLES PARALEGAL SERVICES 4418 Pixie Ave., Lakewood, CA 90712, CONCHI-TA NICKLES 4418 Pixie Ave., Lakewood, CA 90712. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 1/1/09. Signed: Conchita Nickles, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1940

FICTITIOUS BUSINESS NAME STATEMENT: 20100352103 The following person(s) is/are doing business as: RD TT MUSIC GROUP 4876 San Vicente Blvd., Los Angeles, CA 90019, RD LOTTIE 4876 San Vicente Blvd., Los Angeles, CA 90019. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 1/1/09. Signed: RD Lottie, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1941

STATEMENT OF WITHDRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS NAME

Date File: 20081920388
Date Filed: 10-29-08
Name of Business: JCOAN AUTO REPAIR 15327 Saticoy St. Van Nuys, CA 91406
Registered Owner: NARCISO PASION JR. 1614 ? N. Harvard Blvd. Los Angeles, CA 90027.
CONCINO USI, 6000 Elwind Ave.
#222 Tarzana, CA 91356.

Current File # 20100481618

FICTITIOUS BUSINESS NAME STATEMENT: 20100485179 The following person(s) is/are doing business as: W PARTNERS 409 N. Crescent Dr., Beverly Hills, CA 90210, TRANSPORTER247 GROUP 9903 Santa Monica Blvd. #475, Beverly Hills, CA 90212, HENRYK WJOAK 409 N. Crescent Dr., Beverly Hills, CA 90210. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/05/10. Signed: Henryk Wjoak, Principal. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/05/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1942

FICTITIOUS BUSINESS NAME STATEMENT: 20100464618 The following person(s) is/are doing business as: ARIS FAMILY CHILD CARE 3956 S. Hill St., Los Angeles, CA 90037, ARIANA FLO-RES 3956 S. Hill St., Los Angeles, CA 90037. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/08/10. Signed: Ariana Flores, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/06/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1943

FICTITIOUS BUSINESS NAME STATEMENT: 20100480212 The following person(s) is/are doing business as: TEMPLUM ARCHITECTS 4645 Van Nuys Blvd., Sherman Oaks, CA 91403, RICHARD GEMIGNIANI 11739 Canton Pl., Studio City, CA 91607. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/08/10. Signed: Richard Gemigniani, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/08/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1944

FICTITIOUS BUSINESS NAME STATEMENT: 20100481360 The following person(s) is/are doing business as: ANDREA'S BARBER SHOP 16922 San Fernando Mission Blvd., Granada Hills, CA 91344, ANDREA ALANIS 10665 De Soto Ave. #209, Chatsworth, CA 91311. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/08/10. Signed: Andrea Alanis, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/08/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1945

FICTITIOUS BUSINESS NAME STATEMENT: 20100327542 The following person(s) is/are doing business as: SCRIPTS BY STELLA 11271 Ventura Blvd. #211, Studio City, CA 91604, RICHELLE DE LOS SANTOS 11271 Ventura Blvd. #211, Studio City, CA 91604. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 3/10/10. Signed: Richtelle De Los Santos, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/10/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1946

FICTITIOUS BUSINESS NAME STATEMENT: 20100481779 The following person(s) is/are doing business as: BJ EXPRESS DELIVERY SERVICE 7823 Irvine Ave., North Hollywood, CA 91605, TANYA SANCHEZ 7823 Irvine Ave., North Hollywood, CA 91605. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/08/10. Signed: Tanya Sanchez, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/08/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1947

FICTITIOUS BUSINESS NAME STATEMENT: 20100480685 The following person(s) is/are doing business as: SAM'S DISCOUNT STORE 728 ? S. Glendale Ave., Glendale, CA 91205, ANOCOSH BEKJANSKI 800 Orange Court #107, Glendale, CA 91205. The business is conducted by: an

Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/08/10. Signed: Anoshik Bekjansaki, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/08/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1948

FICTITIOUS BUSINESS NAME STATEMENT: 20100465006 The following person(s) is/are doing business as: BODY TECH: BODYGENESIS 20914 Nordhoff St., Chatsworth, CA 91311; P O Box 11164, Canoga Park, CA 91309, JOEL R. MOSLEY 20914 Nordhoff St., Chatsworth, CA 91311. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/05/10. Signed: Joel R. Mosley, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/05/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1949

FICTITIOUS BUSINESS NAME STATEMENT: 20100464291 The following person(s) is/are doing business as: THE LAWYERS IN ADVERTISING 4570 Van Nuys Blvd. #207, Sherman Oaks, CA 91403, PAUL COLUMBIS; ANDREA COLUMBIS 4570 Van Nuys Blvd. #207, Sherman Oaks, CA 91403. The business is conducted by: Husband and Wife. Registrant commenced to transact business under the fictitious business name or names listed above on 4/06/10. Signed: Paul Columbus, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/06/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1950

FICTITIOUS BUSINESS NAME STATEMENT: 20100459902 The following person(s) is/are doing business as: TATTOO FACTORY 14159 Ventura Blvd., Sherman Oaks, CA 91423, SMD LLC 14159 Ventura Blvd., Sherman Oaks, CA 91423. The business is conducted by: a Limited Liability Company. Registrant commenced to transact business under the fictitious business name or names listed above on 1/1/10. Signed: Michael Hill, President, SMD, LLC. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/05/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1951

FICTITIOUS BUSINESS NAME STATEMENT: 20100459952 The following person(s) is/are doing business as: HOLLYWOOD BARRAGE 4655 Rosewood Ave. #4, Los Angeles, CA 90004, MICHAEL STEVEN MANDEL 4655 Rosewood Ave. #4, Los Angeles, CA 90004. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/05/10. Signed: Michael Steven Mandel, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/05/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1952

FICTITIOUS BUSINESS NAME STATEMENT: 20100459953 The following person(s) is/are doing business as: SOUL PURPOSE 871 Crenshaw Blvd #104, Los Angeles, CA 90005, JASON CINCO DIZON 871 Crenshaw Blvd. #104, Los Angeles, CA 90005. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/05/10. Signed: Jason Cinco Dizton, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/05/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1953

FICTITIOUS BUSINESS NAME STATEMENT: 20100459954 The following person(s) is/are doing business as: NEWVIBE EVENTS 9822 W. Evans #1, Los Angeles, CA 90027, CHRISTINE FAHREY 9822 W. Evans #1, Los Angeles, CA 90027. The business is conducted by: an Individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/05/10. Signed: Christine Fahy Cabayan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/05/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 4/15/2010,

County on: 4/07/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/29/2010, 5/6/2010 1977

FICTITIOUS BUSINESS NAME STATEMENT: 20100472064 The following person(s) is/are doing business as: **GOLD BAR AND COIN COMPANY** 10100 Santa Monica Blvd. 3rd Floor, Los Angeles, CA 90067. VINCENT AMBROSANO 28201 Oceana Del Mar, San Juan Capistrano, CA 92675. The business is conducted by: an individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/04/10. Signed: Vincent Ambrosano, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/07/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 5/6/2010 1978

FICTITIOUS BUSINESS NAME STATEMENT: 20100474314 The following person(s) is/are doing business as: **SALAZAS DISPOSAL** 10039 Arroyo Ave., Pacoima, CA 91331. JOSE ALBERTO SALAZAS, LISSETTE SALAZAS 10039 Arroyo Ave., Pacoima, CA 91331. The business is conducted by: Husband and Wife. Registrant commenced to transact business under the fictitious business name or names listed above on 5/01/10. Signed: Lissette Salazas, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/07/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/29/2010, 5/6/2010 1979

FICTITIOUS BUSINESS NAME STATEMENT: 20100474577 The following person(s) is/are doing business as: **RETIREMENT SOLUTIONS** 525 Woodley Ave, Suite 206, Van Nuys, CA 91406; P O BOX 1115, Encino, CA 91416. PETER MOVESIAN 6525 Woodley Ave, Suite 206, Van Nuys, CA 91406. The business is conducted by: an individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/07/10. Signed: Peter Movesian, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/07/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1980

FICTITIOUS BUSINESS NAME STATEMENT: 20100487070 The following person(s) is/are doing business as: **ALL PETS MURKUP** 15142 Moorpark St. Suite 103, Sherman Oaks, CA 91404. MICHAEL SHEYNIIS 15142 Moorpark St. Suite 103, Sherman Oaks, CA 91404; GALINA MIKHAIL-SKAYA 909 N. Gardner St. #201, Los Angeles, CA 90046. The business is conducted by: a General Partnership. Registrant commenced to transact business under the fictitious business name or names listed above on 4/09/10. Signed: Galina Mikhailskaya, Partner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/07/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1981

FICTITIOUS BUSINESS NAME STATEMENT: 20100488529 The following person(s) is/are doing business as: **CLEANING "USA"** 13717 Hart St., Van Nuys, CA 91405. MIRIAN GONZALEZ 13717 Hart St., Van Nuys, CA 91405; MANUEL GUDIEL 21057 Cedarfalls Dr., Santa Clarita, CA 91350. The business is conducted by: Husband and Wife. Registrant commenced to transact business under the fictitious business name or names listed above on 4/08/10. Signed: Mirian Gonzalez, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/09/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1982

FICTITIOUS BUSINESS NAME STATEMENT: 20100487447 The following person(s) is/are doing business as: **TOBAR'S FOOTWEAR** 13849 Chase St., #21, Panamra City, CA 91402. LUIS C. TOBAR 13849 Chase St., #21, Panamra City, CA 91402. The business is conducted by: an individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/07/10. Signed: Luis C. Tobar, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/09/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1983

FICTITIOUS BUSINESS NAME STATEMENT: 20100486402 The following person(s) is/are doing business as: **PAVOS CONCRETE CO.** 13171 Glamis St., Pacoima, CA 91331. JOSE RAMIREZ 13171 Glamis St., Pacoima, CA 91331. The business is conducted by: an individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/09/10. Signed: Jose Ramirez, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/09/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1984

FICTITIOUS BUSINESS NAME STATEMENT: 20100351103 The following person(s) is/are doing business as: **IGLESIAS ENTERPRISES**, 1101 W HERALD ST, WEST COVINA, CA 91790. ARTHA IGLESIAS, 1101 W HERALD ST WEST COVINA, CA 91790. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed above. Signed: MARTHA IGLESIAS, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/15/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 17846

FICTITIOUS BUSINESS NAME STATEMENT: 20100466093 The following person(s) is/are doing business as: **RESCUE ONE AMBULANCE EMS, 9901 ARTEBLVD, BELLFLOWER, CA 90706. RESCUE ONE AMBULANCE INC, 9901 ARTEBLVD, BELLFLOWER, CA 90706. RESCUE ONE AMBULANCE INC, 9901 ARTEBLVD, BELLFLOWER, CA 90706. The business is conducted by: a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: RESCUE ONE AMBULANCE INC, CEO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 18019**

FICTITIOUS BUSINESS NAME STATEMENT: 20100466104 The following person(s) is/are doing business as: **KIDDIE SHUTTLE, 2930 W IMPERIAL HWY # 2007, INGLEWOOD, CA 90303. VALRIE HOLLIS, 9718 CRENSHAW BL INGLEWOOD CA 90305. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here in 1/1/2009. Signed VALRIE HOLLIS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 18021**

FICTITIOUS BUSINESS NAME STATEMENT: 20100466295 The following person(s) is/are doing business as: **BRIANS PAINTING AND CLEANING, 6659 GUNDRY AVE, LONG BEACH, CA 90805. BRIAN ANTHONY AMADOR, 6659 GUNDRY AVE LONG BEACH CA 90805. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed BRIAN ANTHONY AMADOR. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 18020**

FICTITIOUS BUSINESS NAME STATEMENT: 20100466668 The following person(s) is/are doing business as: **EDS NATIONAL SUITS, 116 E WHITTIER BLVD UNIT B, MONTEBELLO, CA 90640. EDGARDO GARCIA, 128 NATASHA LANE MONTEBELLO CA 90640. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed EDGARDO GARCIA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 18022**

FICTITIOUS BUSINESS NAME STATEMENT: 20100466206
Lorrie A. Walton
Law Offices of Lorrie A. Walton
2300 E. Katella Ave. Suite 435
Anaheim, CA 92806
Case Number: SSO19390
April 2, 2010
Superior Court of California County of Los Angeles
1725 Main St.
Santa Monica, CA 90401
PETITION FOR CHANGE OF NAME
TO ALL INTERESTED PERSONS:
Petitioner: Constance Angove
Present Names: Constance Angove
Proposed Names: Constance Nell Taylor
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.

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: May 20, 2010
9:45 am Dept. D
Signed, Candice Beason,
Judge of the Superior Court

Judge of the Superior Court

Gregg Aram Karagozuzian
3135 Alabama St
La Crescenta, CA 91214
Case Number: ES013728
Feb 26, 2010
Superior Court of California County of Los Angeles
600 E Broadway
North Central
Glendale, CA 91206
PETITION FOR CHANGE OF NAME
TO ALL INTERESTED PERSONS:
Petitioner: Gregg Aram Karagozuzian
Present Names: Gregg Aram Karagozuzian and Nancy Karagozuzian
Proposed Names: Krikor Aram Karagozuzian and Nazik Kevoork Karagozuzian
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.

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 9, 2010
9:45 am Dept. D
Signed, Candice Beason,
Judge of the Superior Court

Geneva Chanell Luzala
14543 Burbank Blvd. #213
Sherman Oaks, CA 91411
Case Number: LS019903
April 2, 2010
Superior Court of California County of Los Angeles
6230 Sylmar Avenue
Van Nuys, CA 91411
Van Nuys Courthouse East
PETITION FOR CHANGE OF NAME
TO ALL INTERESTED PERSONS:
Petitioner: Geneva Chanell Luzala
Present Names: Geneva Chanell Luzala
Proposed Names: Gene Luzala
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.

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: May 17, 2010
8:30 am Dept. NW-C
Signed, Richard H. Kirschner
Judge of the Superior Court

Gregg Aram Karagozuzian
3135 Alabama St
La Crescenta, CA 91214
Case Number: ES013728
Feb 26, 2010
Superior Court of California County of Los Angeles
600 E Broadway
North Central
Glendale, CA 91206
PETITION FOR CHANGE OF NAME
TO ALL INTERESTED PERSONS:
Petitioner: Gregg Aram Karagozuzian
Present Names: Gregg Aram Karagozuzian and Nancy Karagozuzian
Proposed Names: Krikor Aram Karagozuzian and Nazik Kevoork Karagozuzian
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.

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: May 17, 2010
8:30 am Dept. NW-C
Signed, Richard H. Kirschner
Judge of the Superior Court

Gregg Aram Karagozuzian
3135 Alabama St
La Crescenta, CA 91214
Case Number: ES013728
Feb 26, 2010
Superior Court of California County of Los Angeles
600 E Broadway
North Central
Glendale, CA 91206
PETITION FOR CHANGE OF NAME
TO ALL INTERESTED PERSONS:
Petitioner: Gregg Aram Karagozuzian
Present Names: Gregg Aram Karagozuzian and Nancy Karagozuzian
Proposed Names: Krikor Aram Karagozuzian and Nazik Kevoork Karagozuzian
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.

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 9, 2010
9:45 am Dept. D
Signed, Candice Beason,
Judge of the Superior Court

FICTITIOUS BUSINESS NAME STATEMENT: 20100465920 The following person(s) is/are doing business as: **Ferrante Kobering** 36011040 N. Laurel Ave. #6 Los Angeles, CA 90046. Michael Anthony Ferrante 1040 N. Laurel Ave #6 LA CA 90046. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 4/02/10. Signed:Michael Ferrante, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/22/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/15/2010, 4/22/2010, 4/29/2010, 5/6/2010 1876

FICTITIOUS BUSINESS NAME STATEMENT: 20100515601 The following person(s) is/are doing business as: **SUNSHINE HOLIDAY DOT COM, GOLDEN SUNSHINE HOLIDAY, 18725 E. Gale Ave, Suite 216. City of Industry, CA 91748. SUNSHINE HOLIDAY TOURS AND TRAVEL INC, 18725 E. Gale Ave, Suite 216. City of Industry, CA 91748. The business is conducted by: a corporation. Registrant commenced to transact business under the fictitious business name or names listed above on 4/01/10. Signed: Sunshine Holiday Tours and Travel Inc, Secretary. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1985**

FICTITIOUS BUSINESS NAME STATEMENT: 20100515602 The following person(s) is/are doing business as: **MY FABRIC HOUSE DOT COM, 1324 E. 15th Street, Los Angeles, CA 90021. XPO MILLS INC, 1324 E. 15th Street, Los Angeles, CA 90021. The business is conducted by: a corporation. Registrant has not yet commenced to transact business under the fictitious business name or names listed above. Signed: Xpo Mills Inc/Kamran Rahimi, President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1986**

FICTITIOUS BUSINESS NAME STATEMENT: 20100515603 The following person(s) is/are doing business as: **SMITTY'S LOCKS AND KEY, 6399 Wilshire Blvd #118, Los Angeles, CA 90048. SMITTY'S LOOKS AND DOORS, 9950 W. Olympic Blvd #480 Beverly Hills, CA 90211. The business is conducted by: a corporation. Registrant has not yet commenced to transact business under the fictitious business name or names listed above. Signed: Alan Schoenfeld, President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1987**

FICTITIOUS BUSINESS NAME STATEMENT: 20100515849 The following person(s) is/are doing business as: **JET GOURMET CATERING; SAMANTHA SWEETS', 7401 West 88 Place Los Angeles, CA 90045. SEAN HEYMAN, 7401 West 88th Place, Los Angeles, CA 90045. The business is conducted by: an individual. Registrant has not yet commenced to transact business under the fictitious business name or names listed above. Signed: Sean Heyman, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1988**

FICTITIOUS BUSINESS NAME STATEMENT: 20100515710 The following person(s) is/are doing business as: **ANGEL MOVERS, 532 S. Harvard Blvd #7, Los Angeles, CA 90020. ANGEL PEREZ GUTIERREZ, 532 S. Harvard Blvd #7 Los Angeles, CA 90020. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed above on 3/19/2010. Signed: Angel Perez Gutierrez. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1989**

FICTITIOUS BUSINESS NAME STATEMENT: 20100516049 The following person(s) is/are doing business as: **CANCLUN TRAVEL, 4512 Lennox Blvd, Inglewood CA 90304. PORFIRIO JIMENEZ, 4512 Lennox Blvd, Inglewood CA 90304. The business is conducted by: an individual. Registrant has begun to commence to transact business under the fictitious business name or names listed above in 2006. Signed: Porfirio Jimenez, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1990**

FICTITIOUS BUSINESS NAME STATEMENT: 20100516050 The following person(s) is/are doing business as: **SHARON INTERIOR DESIGN, 5719 Ravenspur #207 Rancho Palms Verdes, CA 90275. DONNA WORK, 5718 Ravenspur #207 Rancho Palms Verdes CA 90275. SHARON WAKULICH 4345 Beethoven St. Los Angeles, CA 90066. The business is conducted by: an individual. Registrant has not yet begun to commence transact business under the fictitious business name or names listed above. Signed: Donna York/Sharon Wakulich, Owners. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1991**

FICTITIOUS BUSINESS NAME STATEMENT: 20100493403 The following person(s) is/are doing business as: **R & G RENTALS, 1245 Aviation Place San Fernando, CA 91340. BARRY PRESSMAN 410 21st Place Santa Monica, CA 90402. The business is conducted by: an individual. Registrant commenced transact business under the fictitious business name or names listed above on 5/1/2009. Signed: Barry Pressman, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/12/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1992**

FICTITIOUS BUSINESS NAME STATEMENT: 20100516249 The following person(s) is/are doing business as: **RANCHO CALAMARI PRODUCTIONS, 620 N. Sweetzer #15 Los Angeles, CA 90045. MICHAEL ESCHER 620 N. Sweetzer #15 Los Angeles, CA 90048. The business is conducted by: an individual. Registrant has not yet begun to commence transact business under the fictitious business name or names listed above. Signed: Michael Escher, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/15/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1993**

FICTITIOUS BUSINESS NAME STATEMENT: 20100492840 The following person(s) is/are doing business as: **C SQUARED PUBLIC RELATIONS, 1542 S. Wooster St. #303 Los Angeles, CA 90035. CHRISTINE CHUNG 1542 S. Wooster St. #303, Los Angeles, CA 90035. The business is conducted by: an individual. Registrant has not yet begun to commence transact business under the fictitious business name or names listed above on 4/09/2010. Signed: Barbara Heller, Founder. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/12/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1994**

FICTITIOUS BUSINESS NAME STATEMENT: 20100489691 The following person(s) is/are doing business as: **PAGE TO STAGE PERFORMERS, PTSP 454 ? Oakhurst Dr, Beverly Hills CA 90212. BARBARA HELLER 454 ? OAKHURST DR BEVERLY HILLS, CA 90212. The business is conducted by: an individual. Registrant commenced transact business under the fictitious business name or names listed above on 4/09/2010. Signed: Barbara Heller, Founder. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/09/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1995**

FICTITIOUS BUSINESS NAME STATEMENT: 20100464126 The following person(s) is/are doing business as: **ALL EIGHT, 9720 Van Ave Chatsworth, CA 91311. LILLIAN E, 9720 Van Ave Chatsworth, CA 91311. The business is conducted by: an individual. Registrant has not yet begun to commence transact business under the fictitious business name or names listed above. Signed: Al D Inc/Jack Taniguchi, CEO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1996**

FICTITIOUS BUSINESS NAME STATEMENT: 20100464126 The following person(s) is/are doing business as: **ALL EIGHT, 9720 Van Ave Chatsworth, CA 91311. LILLIAN E, 9720 Van Ave Chatsworth, CA 91311. The business is conducted by: an individual. Registrant has not yet begun to commence transact business under the fictitious business name or names listed above. Signed: Al D Inc/Jack Taniguchi, CEO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/6/10. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 1996**

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No: 20100515709
Date Filed: 4-15-10
Name of Business: ANGEL MOVERS 532 S. HARVARD BLVD #7, LOS ANGELES CA 90020
Registered Owner: MARIA CISNEROS; ANGEL PEREZ 537 S. Harvard Blvd #7 Los Angeles, CA 90020
Current File # 20090993396
Date: 4/15/10
Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010

FICTITIOUS BUSINESS NAME STATEMENT: 20100461191 The following person(s) is/are doing business as: **MARTINEZ METAL FINISHING, 11809 SLAUSON AVE E L. SANTA FE SPRINGS, CA 90660. ALFREDO MARTINEZ VALENZUELA, 3148 1/2 COGSWELL RD E. MOLINE, CA 91722. The business is conducted by: an individual. Registrant commenced to transact business under the fictitious business name or names listed above on 4/02/10. Signed: ALFREDO MARTINEZ VALENZUELA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 4/5/2010. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/22/2010, 4/29/2010, 5/6/2010, 5/13/2010 18030**

FICTITIOUS BUSINESS NAME STATEMENT: 20100474850 The following person(s) is/are doing business as: **SILVER RIGHTS ASSOCIATION OF AMERICA, GIFTES, 10700 CENTER, 1018 TURMONT ST, CARSON, CA 90746. LORENTONIO BARRY, 10700 CENTER, 1018 TURMONT ST, CARSON, CA 90746. The business is conducted by: an individual**

collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3517030 04/22/2010, 04/29/2010, 05/06/2010

NOTICE OF TRUSTEE'S SALE TS No. 10-0004545 Title Order No. 10-8-021533 Investor/Insurer No. 119813933 APN No. 5559-006-240 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 05/15/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by CYNTHIA KAY CEREZIN, A MARRIED WOMAN AS HER SOLE AND SEPARATE PROPERTY, dated 05/15/2006 and recorded 05/23/06, as Instrument No. 06 1128477, in Book -, Page -, of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 05/20/2010 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 1230 HORN AVENUE #730, WEST HOLLYWOOD, CA, 90069. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$773,515.30. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 04/22/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By: - Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3516915 04/22/2010, 04/29/2010, 05/06/2010

NOTICE OF PETITION TO ADMINISTER ESTATE OF: JOYCE NAGIN FRANCIS AKA JOYCE N. FRANCIS AKA JOYCE FRANCIS CASE NO. BP122064

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of JOYCE NAGIN FRANCIS AKA JOYCE N. FRANCIS AKA JOYCE FRANCIS.

A PETITION FOR PROBATE has been filed by KEVIN LEE FRANCIS AKA KEVIN L. FRANCIS AKA KEVIN FRANCIS in the Superior Court of California, County of LOS ANGELES. THE PETITION FOR PROBATE requests that KEVIN LEE FRANCIS be appointed as personal representative to administer the estate of the decedent.

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

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

A HEARING on the petition will be held in this court as follows: 05/13/10 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 four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

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

Attorney for Petitioner
SANDY J. CHUN
LAW OFFICE OF SANDY J. CHUN
21250 HAWTHORNE BLVD SUITE 500
TORRANCE CA 90503
4/22, 4/29, 5/6/10
CNS-1843048#

NOTICE OF TRUSTEE'S SALE TS No. 09-0153880 Title Order No. 09-8-467881 Investor/Insurer No. 085331388 APN No. 4385-024-009 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 11/30/2004. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by MARTIN LIPSIC AND JANE LIPSIC, HUSBAND AND WIFE AS JOINT TENANTS, dated 11/30/2004 and recorded 12/07/04, as Instrument No. 04 3155583, in Book , Page), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 05/20/2010 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 9662 WENDOVER DRIVE, BEVERLY HILLS, CA, 90210. The

undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$1,552,662.05. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 01/31/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By: - Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3533845 04/22/2010, 04/29/2010, 05/06/2010

NOTICE OF TRUSTEE'S SALE T.S. No. T09-57486-CA / APN: 4330-033-043 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 07-05-2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to a Deed of Trust described below. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Pursuant to California Civil Code Section 2923.54 the undersigned, on behalf of the beneficiary, loan servicer, or authorized agent, declares as follows: [X] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed and [X] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or 2923.55 Trustor: AARON ARIEL AND CORINNE ARIEL, HUSBAND AND WIFE Duly Appointed Trustee: CR Title Services, Inc. P.O. BOX 16128, TUCSON, AZ 85732-6128 866-702-9658 Recorded 07-13-2005 as Instrument No. 05 1646068 in book , page of Official Records in the office of the Recorder of LOS ANGELES County, California, Date of Sale:05-20-2010 at 10:30 AM Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BLVD., 12720 NORWALK BLVD., NORWALK, CA. Amount of unpaid balance and other charges: \$630,352.06 Street Address or other common designation of real property: 423 SOUTH REXFORD DRIVE, #201 BEVERLY HILLS, CA 90212 A.P.N.: 4330-033-043 Legal Description: AS MORE FULLY DESCRIBED IN SAID DEED OF TRUST The undersigned Trustee disclaims any liability for any incorrectness of the street address or other common designation, if any, shown above. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. The Trustee shall incur no liability for any good faith error in stating the proper amount of unpaid balances and charges. For Sales Information please contact AGENCY SALES AND POSTING AT WWW.FIDELITYASAP.COM or 714-730-2727 REINSTATEMENT LINE: 866-702-9658 Date: 04-29-2010 CR Title Services, Inc. P.O. BOX 16128 TUCSON, AZ 85732-6128 STEPHANIE ABCEDE, TRUSTEE SPECIALIST ASAP# 3523947 04/29/2010, 05/06/2010, 05/13/2010

NOTICE OF TRUSTEE'S SALE TS No. 10-0007539 Title Order No. 10-8-037935 Investor/Insurer No. 1706818830 APN No. 4342-036-041 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 04/08/2008. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by HOSEIN BADII AND LIDA BADII AS TRUSTEES OF THE HOSSEIN AND LIDA BADII 2004 TRUST DATED JULY 9, 2004, dated 04/08/2008 and recorded 05/12/08, as Instrument No. 20080838066, in Book , Page), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 05/27/2010 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 439 NORTH DOHENY DRIVE 102, BEVERLY HILLS, CA, 90210. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$439,958.23. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 04/29/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By: Trustee's Sale Officer RECON-

TRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3525566 04/29/2010, 05/06/2010, 05/13/2010

NOTICE OF TRUSTEE'S SALE Trustee Sale No. CA09000203-09-1. Loan No. 184623191 Title Order No. 4341900 APN 5529-001-153 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED May 14, 2008. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On June 2, 2010, at 10:30 AM, at the west side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA, MTC FINANCIAL Inc dba Trustee Corps, as the duly appointed Trustee, under and pursuant to the power of sale contained in that certain Deed of Trust Recorded on May 27, 2008, as Instrument No. 20080923721 of Official Records in the office of the Recorder of Los Angeles County, CA , executed by: VLADIMIR SHVARTSMAN, A MARRIED MAN, AS HIS SOLE AND SEPARATE PROPERTY, as Trustor, in favor of EVERBANK as Beneficiary, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER, in lawful money of the United States, all payable at the time of sale, that certain property situated in said County, California describing the land therein as: As more fully described on said Deed of Trust. The property heretofore described is being sold "as is". The street address and other common designation, if any, of the real property described above is purported to be: 1025 NORTH KINGS ROAD #207, WEST HOLLYWOOD, CA 90069 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made without covenant or warranty, express or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the Note(s) secured by said Deed of Trust, with interest thereon, as provided in said Note(s), advances if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. The total amount of the unpaid balance of the obligations secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of this Notice of Trustee's Sale is estimated to be \$360,878.65 (Estimated), provided, however, prepayment premiums, accrued interest and advances will increase this figure prior to sale. Beneficiary's bid at said sale may include all or part of said amount. In addition to cash, the Trustee will accept a cashier's check drawn on a state or national bank, a check drawn by a state or federal credit union or a check drawn by a state or federal savings and loan association, savings association or savings bank specified in Section 5102 of the California Financial Code and authorized to do business in California, or other such funds as may be acceptable to the trustee. In the event tender other than cash is accepted, the Trustee may withhold the issuance of the Trustee's Deed Upon Sale until funds become available to the payee or endorsee as a matter of right. The property offered for sale excludes all funds held on account by the property receiver, if applicable. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee and the successful bidder shall have no further recourse. DATE: May 6, 2010 MTC FINANCIAL INC dba Trustee Corps TS No. CA09000203-09-1. 30 Corporate Park, Suite 400 Irvine, CA 92606 949-252-8300 Amy Lemus, Authorized Signature SALE INFORMATION CAN BE OBTAINED ON LINE AT www.lpsasap.com AUTOMATED SALES INFORMATION PLEASE CALL 714-259-7850 Compliance with California Civil Code Section 2924f: The Beneficiary or Beneficiary's agent has indicated that the requirements of California Civil Code Section 2924f have been met. Regarding the property that is the subject of this notice of sale, the "mortgage loan servicer" as defined in Civil Code 2923.53(k)(3) declares that it has obtained from the Commissioner a final or temporary order of exemption pursuant to Civil Code section 2923.53 that is current and valid on the date this notice of sale is recorded. The time frame for giving a notice of sale specified in Civil Code Section 2923.52 subdivision (a) does not apply to this notice of sale pursuant to Civil Code Sections 2923.52. Amy Lemus, Authorized Signature TRUSTEE CORPS IS A DEBT COLLECTOR. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. ASAP# 3552152 05/06/2010, 05/13/2010, 05/20/2010

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 440927CA Loan No. 0690322565 Title Order No. 350651 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 08-06-2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 05-27-2010 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 08-17-2005, Book , Page , Instrument 05-1975058, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: R.C. THORNTON, A SINGLE MAN, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD. , NORWALK, CA Legal Description: LOT 11, HOLLYWOOD VALLEY VIEW TRACT, IN THE CITY OF WEST HOLLYWOOD, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 10 PAGE 192 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, EXCEPT THE WESTERLY 14 FEET THEREOF. Amount of unpaid balance and other charges: \$946,524.05 (estimated) Street address and other common designation of the real property: 1236 NORTH FAIRFAX AVENUE WEST HOLLYWOOD, CA 90046 APN Number: 5530-001-007 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 05-03-2010 DECLARATION PURSUANT TO CALIFORNIA CIVIL CODE SECTION 2923.54 Pursuant to California Civil Code Section

2923.54, the undersigned loan servicer declares as follows: 1. It has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.54 that is current and valid on the date the notice of sale is filed; and 2. The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or Section 2923.55. CALL-FORNIA RECONVEYANCE COMPANY, as Trustee (714) 259-7850 or www.fidelityasap.com (714) 573-1965 or www.priorityposting.com CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. DEBORAH BRIGNAC, VICE PRESIDENT ASAP# 3535231 05/06/2010, 05/13/2010, 05/20/2010

NOTICE OF TRUSTEE'S SALE TS No. 09-0168149 Title Order No. 09-8-520791 Investor/Insurer No. 121266630 APN No. 4387-022-019 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 11/07/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by GWEN MAXINE FIELD, AN UNMARRIED WOMAN, dated 11/07/2005 and recorded 11/17/05, as Instrument No. 05 2783140, in Book , Page), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 06/03/2010 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 1977 COLDWATER CANYON DRIVE, BEVERLY HILLS, CA, 902101730. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$1,702,591.86. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. DATED: 02/14/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By:— Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3550947 05/06/2010, 05/13/2010, 05/20/2010

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 10-24922 Loan No. LECCSE Title Order No. 982427 APN 5531-011-022 TRA No. - YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 05/31/07. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 05/27/10 at 11:00 AM. RELIABLE TRUST DEED SERVICES as the duly appointed Trustee under and pursuant to Deed of Trust Recorded on 06/05/07 AS INSTRUMENT NUMBER 20071352065 of official records in the Office of the Recorder of Los Angeles County, California, executed by: VINCENT LECCSE, A SINGLE MAN, as Trustor, MICHAEL L. KLEMENS, TRUSTEE OF THE BROOKLINE GROUP EMPLOYEES RETIREMENT TRUST, as Beneficiary, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH (payable at time of sale in lawful money of the United States, by cash, a cashier's check drawn by a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state). At: IN THE MAIN LOBBY AT 19510 VENTURA BLVD. TARZANA, CA, all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County, California describing the land therein: AS MORE FULLY DESCRIBED ON SAID DEED OF TRUST The property heretofore described is being sold "as is". The street address and other common designation, if any, of the real property described above is purported to be: 1206 N. DETROIT STREET, WEST HOLLYWOOD, CA 90046. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust, with interest thereon, as provided in said note(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to-wit: \$93,138.48 (Estimated) The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located and more than three months have elapsed since such recordation. DATE: 4/28/10 RELIABLE TRUST DEED SERVICES, AS TRUSTEE 19510 VENTURA BLVD., SUITE 214 TARZANA, CA 91356 (818) 708-7272 SALES LINE (818) 961 -0040 Lynn Wolcott, President ASAP# 3549679 05/06/2010, 05/13/2010, 05/20/2010

NOTICE OF TRUSTEE'S SALE Trustee's Sale # 09-1058-CA Loan No. 490936-2 Title Order # 4282993 APN Number: 5529-005-085 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 04-26-2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 06-02-2010 at 10:30 A.M., ROBERT E. WEISS INCORPORATED as the duly appointed trustee under and pursuant to deed of trust recorded 05-03-2006, book , page , instrument 06 0969325 of official records in the office of the recorder of LOS ANGELES county, California, executed by: DIANE KAY, AN UNMARRIED WOMAN, as Trustor, BANKUNITED, FSB, as Beneficiary, WILL SELL AT PUBLIC AUCTION SALE TO THE HIGHEST BIDDER FOR CASH, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the

Financial Code and authorized to do business in this state. Place of sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BLVD., 12720 NORWALK BLVD., NORWALK CA all right, title and interest conveyed to and now held by it under said deed of trust in the property situated in said county, California describing the land therein: AS MORE FULLY DESCRIBED ON SAID DEED OF TRUST Trustee's Sale # 09-1058-CA Loan No. 490936-2 Title Order # 4282993 APN Number: 5529-005-085 The property heretofore described is being sold "as is". The street address and other common designation, if any, of the real property described above is purported to be: 927 NORTH KINGS ROAD, UNIT 115 WEST HOLLYWOOD, CA 90069 The undersigned trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest thereon, as provided in said not(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the trustee and of the trusts created by said deed of trust, to wit: Amount of unpaid balance and other charges: \$502,469.36 (estimated) Accrued interest and additional advances, if any, will increase this figure prior to sale The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a Written Notice of Default and Election to Sell. The undersigned caused said notice of default and election to sell to be recorded in the county where the real property is located and more than three months have elapsed since such recordation. DATE: April 30, 2010 ROBERT E. WEISS INCORPORATED, As Trustee ATTN: FORECLOSURE DEPARTMENT 920 VILLAGE OAKS DRIVE COVIN A CA 91724 (626)967-4302 FOR SALE INFORMATION: www.lpsasap.com or (714) 730-2727 CRIS A KLINGERMAN, ESQ. WE ARE ATTEMPTING TO COLLECT A DEBT, AND ANY INFORMATION WE OBTAIN WILL BE USED FOR THAT PURPOSE. ASAP# 3553873 05/06/2010, 05/13/2010, 05/20/2010

ORDINANCE NO. 10-O-2579

AN URGENCY ORDINANCE OF THE CITY OF BEVERLY HILLS RELATED TO METERED TAXICAB RATES AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

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

Section 1. The City Council finds that it is necessary for the immediate preservation of the public peace, health and safety that this Ordinance take effect immediately. In response to concerns related to the declining level of service provided by taxicab operators throughout the City of Beverly Hills, the City has deployed additional enforcement staff to ensure that taxicab operators are complying with the provisions of the Beverly Hills Municipal Code. This enforcement effort led to the discovery that taxicab operators are charging taxicab rates that are inconsistent with the rates permitted by the City. In investigating this matter further, City Staff determined that the meter rates adopted in 2007 and set forth in the Beverly Hills Municipal Code are unable to be programmed into taxi meters in a manner that is compliant with the National Institute of Standards and Technology ("NIST"). Accordingly, the rates adopted by the City are currently unenforceable. Enforceable taxicab meter regulations are critical to the public health and safety because fairly priced taxicab service is essential to seniors, disabled and others who cannot drive and who rely on taxicab service to access medical care and other essential services. For the reasons described above, new meter rates are necessary to allow enforcement of the City's laws and thus are necessary for the immediate preservation of the public peace. Thus, there is an immediate threat to the public peace, health and safety unless the City immediately adopts enforceable and fair taxicab rates for metered service. The City Council therefore finds that it is necessary that this Ordinance take effect immediately and its urgency is hereby declared.

Section 2. Section 7-4.215 of Article 2 of Chapter 4 of Title 7 of the Beverly Hills Municipal Code is amended to read as follows:

"Sec. 7-4.215. Metered taxicab rates.

A. The taxicab rates for any taxicab operating over any street in the City shall be as follows:

1. Drop Charge. Two Dollars and Forty-Five cents (\$2.45) for the first 1/7th mile or 47.5 seconds, or fraction thereof.

2. Other Charge.
a. Distance Charge. Thirty-five cents (\$0.35) for each additional 1/7th mile, or fraction thereof (\$2.45 per mile); or

b. Waiting/Delay Charge. Thirty-five cents (\$0.35) for each 47.5 seconds waiting time and/or traffic delay, or fraction thereof (\$26.53 per hour).

B. The taxicab rate for any taxicab operating over any street in the City that provides taxicab trips to the Los Angeles International Airport shall be thirty-eight dollars (\$38.00) flat rate per trip.

C. The rates and fares set forth in subsections A and B of this Section shall be collected only to the extent shown on the taxicab meter, regardless of the number of persons occupying the taxicab. No rate or charge other than that specified in this Section shall be placed in effect, charged, demanded, or collected for taxicab service originating in the City, regardless of whether the destination of such service is within or beyond the corporate boundaries of the City.

D. Each taxicab operating within the City shall be subject to and comply with all provisions of the City's taxi coupon program as adopted by the City Council, and shall accept taxi coupons as provided therein."

Section 3. 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 decision of any court of competent jurisdiction, such decision shall not affect the validity of the remainder of this ordinance. The City Council hereby declares that it would have adopted this ordinance, and each and every section, subsection, subdivision, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, subdivisions, sentences, clauses, phrases, or portions thereof be declared invalid or unconstitutional.

Section 4. Effective Date. This Ordinance, being an Urgency Ordinance adopted for the immediate protection of the public safety and health, containing a declaration of the facts constituting the urgency, and passed by a minimum four-fifths (4/5) vote of the City Council, shall take effect immediately upon its adoption.

PASSED, APPROVED and ADOPTED this 22nd day of April, 2010.

JIMMY DELSHAD
Mayor of the City of Beverly Hills, California
ATTEST:

_____(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:
JEFFREY KOLIN
City Manager

DAVID D. GUSTAVSON

Director of Public Works & Transportation

VOTE:

AYES: Councilmembers Mirisch, Brien, Krasne, Brucker, and Mayor Delshad
NOES: None
ABSENT: None
CARRIED

ORDINANCE NO. 10-O-2580

ORDINANCE OF THE CITY OF BEVERLY HILLS REGARDING REDUCTION OR ELIMINATION OF BUSINESS TAX PENALTIES FOR GOOD FAITH COMPLIANCE WITH CITY TAX LAWS AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

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

Section 1. Section 3-1-207(B) of Article 2 of Chapter 1 of Title 3 of the Beverly Hills Municipal Code is hereby amended by adding in numerical order a new subsection 3 to read as follows:

"3. Reduction or Elimination of Penalties: Notwithstanding anything contained in this section 3-1-207(B), any person that is obligated to pay a penalty as a result of a delinquency in the payment of taxes, penalties or interest, as provided in section 3-1-207(B)(1) or section 3-1-207(B)(2) may apply to the Director of Administrative Services for a reduction or elimination of such penalty or penalties. The Director shall grant a reduction or elimination of such penalty or penalties as provided below only if the Director determines that the person meets one of the following criteria:

a. The person has voluntarily reported the delinquency that was not otherwise previously known or discovered by the City and has paid the total sum of delinquent taxes and interest due under section 3-1-207(D) within thirty (30) days after issuance by the City of an audit report calculating such sum. The voluntary report of delinquency shall be made upon forms and pursuant to procedures to be promulgated by the Director of Administrative Services; or

b. The person's delinquency was discovered other than by a voluntary report as provided in section 3-1-207(B)(3)(a), but the person nonetheless has paid the total sum of delinquent taxes, penalties and interest due under section 3-1-207(D) within thirty (30) days after issuance by the City of an audit report calculating such sum.

If the Director determines that the person has met the criterion set forth in section 3-1-207(B)(3)(a), then the penalty or penalties otherwise due for such delinquency shall be eliminated. If the Director determines that the person has met the criterion set forth in section 3-1-207(B)(3)(b), then the penalty or penalties otherwise due for such delinquency shall be limited to ten percent (10%) of the amount of the total tax due.

No person shall be entitled to elimination or reduction of any penalty unless timely payment of taxes, interest and any applicable penalties shall be made as provided in this section. The failure to make a timely payment as provided in this section or the taking of any other action to otherwise contest the results of the City's audit report shall constitute a complete waiver of any right to seek reduction or elimination of any penalty pursuant to this section. This section 3-1-207(B)(3) shall not apply to any delinquency after that delin-

quency becomes the subject of an assessment of business taxes."

Section 2. Section 3-1-207 of Article 2 of Chapter 1 of Title 3 of the Beverly Hills Municipal Code is hereby amended by adding in alphabetical order a new subsection F to read as follows: "F. Nothing in this article or this section shall obligate the City or the Director of Administrative Services to conduct any audit, including without limitation an audit pursuant to section 3-1-212, as a prerequisite to any assessment or enforcement of the tax, penalty or interest obligations in this article."

Section 3. Section 3-1-207(B)(3), as set forth in this ordinance, shall not apply to any delinquency reported or discovered in any manner whatsoever prior to April 6, 2010, nor to any continuation of a delinquency reported or discovered in any manner whatsoever prior to April 6, 2010.

Section 4. This Ordinance shall go into effect at 12:01 a.m. on the thirty-first day after its passage.

Section 5. The City Clerk shall certify to the adoption of this Ordinance, and shall cause this Ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Adopted: April 22, 2010
Effective: May 23, 2010

JIMMY DELSHAD
Mayor of the City of Beverly Hills, California

ATTEST:
_____(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:
JEFFREY KOLIN
City Manager

SCOTT G. MILLER
Director of Administrative Services / Chief Financial Officer

VOTE:
AYES: Councilmembers Mirisch, Brien, Krasne, Brucker and Mayor Delshad
NOES: None
ABSENT: None
CARRIED

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CLASSIFIEDS

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310-887-0788

- 100-199 Announcements**
105-General Services
110-Funeral Directors
115-Cemetery/Mausoleums
120-Clubs/Meetings
125-Personals
130-Legal Notices
135-Beauty Aids
140-Health Aids
145-Lost Items
150-Found Items
155-School and Classes
160-Adult Entertainment
161-Escort
165-Massage
170-Caregiver
- 200-299 Services**
201-Accounting
202-Acoustics
204-Additions
206-Appliance Repair
208-Asphalt Paving
210-Bath Tub Repair/Reglazing
212-Bookkeeping Services
214-Brush Clearing
- 215-Building
216-Car Alarms
217-Culinary Service
218-Carpentry
220-Cleaning
222-Carpet Installation
224-Computer Repair
225-Computer Tech Support
226-Concrete
227-Construction
228-Contractors
230-Counseling
232-Decking
234-Drywall
236-Electrical
237-Entertainment
238-Exterminators
240-Fencing
242-Garage Doors
244-Handyman
246-Hauling
248-Internet Services
250-Iron Work
252-Janitorial
254-Landscaping
255-Legal Services

LEGEND

- 256-Locksmith
258-Moving/Storage
260-Music Instruction
262-Painting
264-Pet Sitting
265-Photography
266-Plumbing
267-Piano Tuning
268-Roofing
270-Sandblasting
272-Security Services
274-Stained Glass
276-Tile
278-Tree Service
280-Tutoring
282-TV/VCR/DVD Repair
284-Video Systems
286-Windows
288-Word Processing
289-Lessons
290-Trainer
- 300-399 Rentals**
300-House Furnished
- 302-House Unfurnished
304-Apartments Furnished
306-For Rent
308-Condominiums
309-Recreational For Rent
310-Rooms
312-Rentals to Share
314-Hotels/Motels
316-Garages Storage
318-Office Space
320-Commercial
322-Resort Property
325-For Lease
- 400-499 Real Estate**
400-Homes For Sale
401-Real Estate
402-Condominiums
404-Commercial/Industrial
406-Mobile Homes
408-Income Property
410-Lots For Sale
412-Farms/Ranches
414-Resort Property
- 416-Lakeshore Property
418-Oceanfront Property
420-Out-of-State Property
422-Real Estate Exchange
424-Real Estate Wanted
500-599 Employment
500-Employment Opportunities
501-Help Wanted
505-Work at Home
510-Employment Agencies
515-Business Services
516-Business Opportunities
520-Jobs Wanted
521-Personal Shopper
522-Drivers
- 600-799 Merchandise**
600-Garage Sales
610-For Sale
615-Business For Sale
700-Antiques
705-Appliances
710-Medical Supplies
715-Coins & Stamps
720-Computers
725-Furniture
- 726-Miscellaneous
730-Musical Instruments
735-Office Furniture
740-Television/Radio
- 800-899 Financial**
800-Real Estate Loans
801-Financial Services
802-Money to Loan
804-Money Wanted
806-Mortgage & Trust
808-Escrows
- 900-999 Transportation**
900-Autos For Sale
905-Trucks & Vans
910-Motorhomes/Campers
915-Motorcycles
920-Trailers
925-Classics
930-Auto Leasing
935-Aircraft
940-Boats
945-Personal Watercraft
950-Marine Supplies
955-Autos Wanted

100- ANNOUNCEMENTS

Looking for a place to live June 1st. Midwest charm, central Illinois young professional with excellent references, willing to work around the house for reduced rent (815) 275-7920

IF A LOVED ONE UNDERWENT HEMODIALYSIS and received Heparin between August 1, 2007 and April 1, 2008 and died after the use of Heparin, you may be entitled to compensation. Attorney Charles Johnson - 1-800-535-5727. (Cal-SCAN)

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

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

115- CEMETERY

2 Burial Plots: Forrest Lawn Hollywood Hills " Loving Kindness" Section Lot # 3760 Double Space 3&4 14,000 for both OBO (805) 382 2940 or (805) 760 3021

Eden Memorial Park. Spaces 3 and 4 located in the court of prophet's gardens Estate section 19. Available for immediate sale. Cynthia Steinberg (818) 985-7913

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

Forest Lawn Glendale Plot for sale. Plot located in dedication section near Michael Jackson's site. 12K O.B.O (714) 615- 3128

FOREST LAWN GLENDALE- Great Mausoleum, Single Crypt. \$19,000/OBO 813-948-4391 pp

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

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

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

2 plots side by side they are in the sunset part of Harbor lawn. They are valued at \$4100.00 per lot. Will sell them separately there is also a \$300.00 transfer fee on each plot OBO. The Plots are located on row 13 and lot numbers 129 & 130 preferably a good location. (970) 669- 3810 cell (970) 690 -1063

Mt. Sinai 2 side by side plots Kedron Section Lot #8334 space 3 & 4 \$8500 Each (562) 505- 7972

2 Burial Plots in the Garden of Commemoration at Rose Hills Memorial Park Retail for \$ 9800.00 ea. I will sell them for \$7000 ea. These are plots 1&2 at lot 5519. (417) 310 2047

Pierce Bros. Westlake Village Double Plot in Oak Knoli Gardens \$7000 OBO (760) 202-4989

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

ROSE HILL MEMORIAL CEMETARY PLOT- For sale 2 plots in the Rose Hills Memorial , Arbor Lawn Section- Lot 907 sites 3&4 \$6,000 each. OBO. Contact Garth at : (602) 469-6244

Rose Hills Whittier 4 lots in trinity lawn valued at \$9,000.00 asking for \$4,000. Will sale by pairs or all four. (714) 458- 6867 (714)774-0555

Rose Hills Cemetery Single plot Arbor Lawn. \$4,500 seller pays transfer fees. Don (206) 920-2929

Mnt. Sinai Double Lawn Crypt with Perpetual Care. Garden of Tanach (2A and B Lot 1400) C Don Gregory (619) 437- 8750

155- SCHOOL AND CLASSES

Piano & Theory! Beginners or Advanced, Member of Music Teachers Association Contact: Jasmine Keolian (310) 823- 6066

Piano Lessons Free – Piano Lessons free/initial lessons .Westwood or can come to you. Highly trained classical pianist, Contact me: 831-236-0602 email: www.pangraziocconservatory.com email: pangraziopiano@yahoo.com

170-CAREGIVER

Live-in, with 18 years experience. Looking for nice family. Excellent referrals, good presentation, English speaking, green card and CA driver's license.(310) 975-4099

I am looking for a job as a nanny or housekeeper, live in/live out, cook, Asian, own car, excellent references, want work in Los Angeles/Westside Call Cora (310) 595-5745

Companion- wonderful, sweet, patient, compassionate, well educated, bilingual, excellent driver, great for running errands, can multi-task, light cooking. (310) 277-1386

Health staffing agency provides the best licensed nurses and caregivers for the best personal care. Low rates! Free smiles!! yourextraspecial.com. (310) 795-5023

201- ACCOUNTING

James C. Caswell, CPA- Personal and Business Taxes & Accounting. Business consultation, reasonable rates/quality service. 25 years experience/Mandarin spoken (310) 891-3660

218-CARPENTRY

Fine Woodworking. Carpentry of any kind. Bathrooms, Kitchens, Doors, Cabinets, Decks & Gates. State License #822541. Reasonable Prices. Ed Winterhalter (310) 213-3101.

Room addition, cement work, foundation, brick wall, painting & stucco, (310) 256-6774

219-CARPET CLEANING

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

220-CLEANING

Celebrating our 20th anniversary! Residential and Commercial. English speaking maids. (310) 398- maid (6243)

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

223-CONCRETE

Fences-redwood, chain link, block wall, concrete wood, deck Free estimate (323)752-6657 Cell (323) 401-4707

224-ELDERLY CARE

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

225-COMPUTER TECH SUPPORT

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

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227-CONSTRUCTION

RESTAURANT CONSTRUCTION Plans, designs, construction, and remodeling. Lic.#554524 www.zeledoninc.com (562) 412-5307

Construction residential and commercial, additions, remodels , bathrooms, kitchens, roofing, windows, hardwood flooring, tile, painting interior- exterior, custom decks, stucco, block walls, driveways, and MORE . Lic # 884762 Bonded/Insured/ call for free estimates (310) 927- 1723

BOB Remodeling & Construction Exterior & Interior Painting, Wallpaper, Tile, Plumbing, Electrical, Fences, Etc. (310) 477-8366, (310) 749-6305

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Remodels & Additions, Home Improvements, Texture, Paint, Tile Any or all needs! (949) 204-8190

230-COUNSELING

FIX YOUR MARRIAGE NOW! New Alternative to Counseling. As Seen on TV. FREE Advice & Guaranteed results. Go to: Marriage-Help-Now.com

236-ELECTRICAL

Electric Insulations and Service Call for pricing Trouble-shooting tenant improvements and remodels. Meters and rewires. Licensed #453243. (310) 420-8585

244-HANDYMAN

Handyman Services *Creative Handyman* class B general contractor at handyman prices honest, professional, dependable Licensed & Bonded License no: 900409 Satisfaction guaranteed! NO JOB TOO SMALL OR TOO LARGE (323) 809-5969

245-HOUSEKEEPING

Vicky's Specialists Maintenance: We clean houses, apartments, offices & windows. All types of cleaning. Victoria Morales (310) 242-0051

Excellent housekeeping, transportation & driver license, 20 years experience, GREAT WORK, GREAT REFERENCES. Malibu & Palisades. Yolanda. Home- (323) 731-6114 Cell-(323) 580-2859

10 YEARS experience, reliable, own car, speaks English & Spanish. Looking for 2 days per week. Daisy- (323)732-8192, cell (323) 793-8287

245-TRANSPORT SERVICES**A&V AUTO & TRANSPORT**

We will pay for your junk car. We tow for free, we will clean your garage. Freddy (323) 373- 8611

246-HAULING/DEMOLITION**DEMOLITION/HAULING/CONSTRUCTION.**

Backyard, front yard, garage, apartment clean -up. Dirt removal. Small jobs welcome Free Estimates! Oved (323) 864-4999

263-PETS FOR SALE

American Pit Bull Blue pit bulls. Gotti -line blood. 7 weeks. 2 females. 1 male price: \$1000 (818) 439-8442

American Bulldogs. ABA Registered. All Shots/Dewormed. 12 weeks-old. 4 males, 1 female. \$700 each. Please call (951) 050-1230

Australian Bull Dog Female Puppy for sale 8 weeks SIRE/ DAME on sight, imports from Australia known for natural mating and delivery. Contact : (951) 780 - 0363, pictures and information available upon request creelkennel@aol.com

DOBERMAN PINSCHER pups, AKC, champion bloodlines, tails docked, accepting \$300 dep, sell \$1000 ea, www.doberman4sale.com (323) 533-5988

OLDIE ENGLISH BULL-DOG GIES puppies born 2/15 now taking deposits. For pictures visit www.bugeyebullies.com (626) 786- 2343

English Bulldog amazing AKC champion bloodline puppies. All white puppies available as well. Vet checked males and females. (661) 858-6253

English Bulldog Big boned and prominent nose ropes from European Champion bloodlines. Wrinkled and healthy FCI registered 3 males and 1 female with red & white markings. 12 weeks old and ready to go (310) 877- 7130

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ENGLISH BULLDOG AKC registered. Pups, from champion bloodlines and quality. Up to date shots and de-wormed. Ready to join your family now. \$ 2,200 (626) 488-9199

French bulldog quality puppies \$2200-3500. Rescue pup \$1350. See website for more information.

www.lasvegasfrenchies.com (702) 463-2580

French Bulldogs. Rare Colors. Californiafrenchbulldog.com (760) 451- 1331

Golden Retriever 3 females, 1 male, 7 weeks old. Born 2/18. Healthy- shots, dewormed, and well fed. AKC European Champion Bloodlines. Very Lovable. (760) 505-5421

IRISH SETTER AKC pups vet certified, shots, love to hike. CC OK (602) 538-3974

Labrador Retrievers Champion Blood lines. American /Field labs. 11 shiny black . Ready by New Years! Loving and Athletic. \$550.00 each (310) 293 - 5692

Maltese AKC 9 wks. Males \$550 & up. Adorable & playful (310) 766-0704

Miniature Australian Shepherds Pups for sale! Registered, all shots, all colors! (818) 342-5360

Terrier Tibetan terrier puppies, non shedding, playful, great with families. AKC show and pet quality. M/F all colors. \$1500 (510) 714-7158

Pomeranian AKC 2Females, 1st shots & dewormed. \$550 each (562) 927- 6989

Westie pups AKC F- \$700 M- \$600. Meet half way (559) 855- 8126

Wolf Hybrid looking for their humans: born 11- 17-09. 7 males and 4 females. All white with apricot: \$400 each, shots (760) 284- 2001

264-PET ADOPTION

Discounted adoption fees mixed breed dogs. Open from 1:00-5:00 pm. Pet adoption fund 7515 Deering Ave. Canoga Park (818) 340- 1186 www.PetAdoptionFund.petfinder.com

268-ROOFING

Frank's Roofing GBC. Shingles, Flat Roof, Hot Mop, Leaks, Tile Repair Reasonable Prices. Free Estimate (310) 916-3346

276-TILE

Tile/Stonework High quality Tile Service Floors, counter tops, showers & more!

Indoor & outdoor Professional work Free Estimate! (213) 458-6972

280-TUTORING

Tutoring by credentialed teacher for adults ages 18 and up, basic skills, ESL, GED prep, CAHSEE. Also for adults with disabilities, basic skills, life skills, and help with assistive technology assistance . Karen (310) 433-9010

FRENCH TUTOR Enthusiastic native French tutor. Available to tutor beginner, intermediate, or advanced students of all ages, weekdays and weekends. Please contact Veronique at (310)-309-1904 or email Fberoangel@aol.com

302-HOUSES UNFURNISHED

Private Venice home near beach all redone. 3 bedroom/ 2 bath with guest house loft. Detach garage and carport. Nice yards. Coy pond. \$1,459,000 Michelle, Realtor: (310) 210-8504

306-FOR RENT

855 Holloway Drive WeHo- 1 bedroom + 1 bath, balcony, all appliances, fridge, dishwasher, cook top, pool, 2 parking spaces. \$1,350/MO (310) 360 9705

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

\$1,800 1 +den and \$2,100-\$2,150 2 bed+ 2 bath great location in the Beverly Hills triangle. Walk to shops & restaurants! Close to Cedars Sinai Hospital. With hardwood floors. On-site laundry assigned tandem parking & full stove. By appointment only (310) 470-1513

169 N CLARK Dr Apt B ELEGANCE AT ITS FINEST Upper 2 Bedroom 1 Bath, large dining room area, hardwood floors, stove, refrigerator, washer and dryer included. 1 Parking space. NO PETS Close Proximity to the Los Angeles Country Club and Beverly Center. Tenant pays electrical and gas. (No warranty or guarantees on refrigerator and Washer/Dryer) \$2275 (310)-937-6385

Upper 2 Bd. & 1 Bath. Hardwood floors, stove, refrigerator, washer & dryer included \$2275 (310)937-6385

318-OFFICE FOR RENT

Furnished psychotherapy office, in a newly renovated building, measures 10' x 17' with a glass wall overlooking Wilshire Boulevard. Located two blocks West of Bundy, the office includes a semi-private waiting room with a call light system and plenty of free street parking, metered parking and parking in the building. Rent is \$130/ month for four hour blocks of time per week. (310) 826-4999

500-EMPLOYMENT OPPORTUNITIES

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

400-HOUSE FOR SALE

HUNTINGTON BEACH GET AWAY Craftsman Cottage Beauty 3 Bedroom and 2 Bathrooms. Manufactured home. UPSCALE 55+ PARK. Hardwood floors, plantation shutters, cathedral ceilings , Tropical garden, Fenced yard. Swim, Shop, Pets OK. 2 Blocks to Marina. \$118,000+ lot rental (714) 846-1256. This is the perfect 2nd home!

501-HELP WANTED

ANDRUS TRANSPORTATION Team & Solo OTR drivers - West states exp/hazmat end, great miles/home time. Stable Family owned 35 yrs+ 1-800-888-5838, 1-866-806-5119 x1402. (Cal-SCAN)

Mystery shoppers earn up to \$100 per day. Shoppers needed to judge retail & dining establishment. Experience not required. Call1-888 -749-7752

CDL A TEAM DRIVERS with Hazmat. Split \$0.68 for all miles. O/OP teams paid \$1.40 for all miles. Up to \$1,500 Bonus. 1-800-835-9471. (Cal-SCAN)

HOUSE-SITTING. Honest, pleasant, retired teacher. Willing to house sit for up to six months. References available. NO PET SITTING. Frank- (916)442-2863.

502-HELP WANTED/DRIVERS

ANDRUS TRANSPORTATION Team & Solo OTR drivers - West states exp/hazmat end, great miles/hometime. Stable Family owned 35 yrs+ 1-800-888-5838, 1-866-806-5119 x1402. (Cal-SCAN)

NATIONAL CARRIERS needs O/Os & Lease Purchase, Company Drivers for its expanding fleet. Offering Regional/OTR runs, Outstanding Pay Package, excellent benefits, generous hometime. 1-888-707-7729. www.NationalCarriers.com (Cal-SCAN)

SLT NEEDS CLASS A TEAM DRIVERS with Hazmat. \$2,000 Bonus. Split \$0.68 for all miles. Regional contractor positions available. 1-800-835-9471. (Cal-SCAN)

REGIONAL DRIVERS NEEDED! More Hometime! Top Pay! Up to \$.41/mile company drivers! 12 months OTR required. Heartland Express 1-800-441-4953. www.HeartlandExpress.com

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516-BUSINESS OPPORTUNITIES

ALL CASH VENDING! Be Your Own Boss! Your Own Local Vending Route. Includes 25 Machines and Candy for \$9,995. MultiVend LLC, 1-888-625-2405. (Cal-SCAN)

521-ORGANIZING SERVICES

Need to organize your life? Let me help you! Personal Assistant who runs errands, experienced with word- processing, and filing and organizing. (323)291-4601.

591-EMPLOYMENT

I am looking for a job as a nanny, housekeeper, cook etc. Live in or live out. 13 years experience. I am Asian. Contact Kora at (310) 595-5745

610-FOR SALE

NEW Norwood SAWMILLS- LumberMate-Pro handles logs 34" diameter, mills boards 28" wide. Automated quick-cycle-sawing increases efficiency up to 40%! www.NorwoodSawmills.com 300N 1-800-661-7746 ext. 300N. (Cal-SCAN)

721-ELECTRONICS

NEVER PAY ANOTHER CELL PHONE BILL AGAIN! WOW Mobile is the greatest home based business on the planet! www.freemobilewow.com (805)907-2779-Howie.

726-MISCELLANEOUS

Get DISH with FREE Installation - \$19.99/mo. HBO & Showtime FREE - Over 50 HD Channels FREE! Lowest Prices - No Equipment to Buy! Call for Details 1-877-887-6146. (Cal-SCAN)

730-MUSICAL INSTRUMENTS

STIENWAY B - Excellent condition. All original, Built in 1962. Gorgeous Tone with a Satin Ebony Finish Asking for: \$28,500 OBO Contact me at: 818 939-9886

800-REAL ESTATE LOANS

LOAN OFFICERS - NOW is the TIME To Work for a direct lender. 85% Commission (W-2), FHA, VA Reverse Mortgages. For info go to www.OakTreeFunding.com click Virtual Agent. (Cal-SCAN)

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Discover Beverly Hills

The City of Beverly Hills offers plenty of events and activities to engage its community of involved residents. Mark these dates!

▶ **City Services and the Budget**

Attend a community forum hosted by City Manager Jeff Kolin, to learn more about how the City's budget will affect services. Audience participation will be encouraged. Visit www.beverlyhills.org/budget.

*Tuesday, May 25
6:30 p.m., Roxbury Park Auditorium*

▶ **Fire Service Day**

Enjoy a fun-filled afternoon with the Beverly Hills Fire Department. Learn more about fire safety, watch rescue demonstrations and meet Sparky the Fire Dog! Visit www.beverlyhills.org/fireserviceday.

*Saturday, May 8
1 p.m. – 4 p.m., Fire Department, City Hall*

▶ **Beverly Hills Forum (Free Event)**

The popular lecture series will host airline pilot, speaker and author Captain Karen Kahn as she talks about 'Behind the Cockpit Door.' Visit www.beverlyhills.org/bhforum or call 310-285-6830.

*Monday, June 7
7:30 p.m., City Council Chambers*

▶ **Pie-Bake a'la Beverly Hills & Piasta**

Plan to attend the annual Farmers' Market Pie Bake and Piasta! Deadline to submit applications is May 30. Visit www.beverlyhills.org/farmersmarket or call 310-285-6830.

*Sunday, June 13
9 a.m., Farmers' Market, Civic Center Drive*



More information on these events can be found on the City's website at www.beverlyhills.org/discover.