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Issue 605 • May 5 - May 11, 2011

All For One



BHEF's One Campaign is on a high-profile mission to raise \$1 million for BHUSD

cover story • pages 8-9



letters & email

The Courier and the MTA

The Courier's recent "Breaking News" e-mail "Courier Right and MTA Wrong" is just the latest example of the Courier trying to become the story rather than report it.

The so-called "breaking news" was in response to MTA's criticism of the Courier's April 29 article, "MTA 'Final EIR' Favors BHHS Tunnel, Constellation Station," which was rife with opinions and short on objectivity. The April 29 article "reports" (in the loosest definition of the term) that "[t]he [EIR] appears designed to build a factual case for [one route over another]." The article goes on to say, "The route marked "direct connector" which avoids the BHHS tunnel would appear to be the best route but is not supported by the narrative portion." The Courier's "news article" casts an allegation that MTA has intentionally drafted the EIR to disregard facts contrary to its desired result, but it

Front cover: Beverly High ASB students
Photo: Marc Saleh

does so without any factual basis. Where is a quote from MTA personnel on this issue? Where is a quote from the proposed route's opposition? Instead, the Courier attempts to support its position by giving a subjective opinion about which route would be best.

Moreover, the Courier magnifies its opinionated reporting by sending a "Breaking News" e-mail that you're right and they're wrong. Whether it is or not, how can the Courier objectively call an article entitled "Courier Right and MTA Wrong" a breaking news story? A better subject line would have been "Breaking Self-Serving E-mail". Also of note, the article mentions an e-mail from Jody Litvak at MTA that "alleges that the Courier's story 'might be read' to imply..." a final decision. Where is the full text of this e-mail? Given the Courier's propensity to determine what is "best" and for what result MTA is designing factual case, it seems to me that good reporting would require publication of both sides of the story instead of cherry-picking the parts favorable to your story.

Another example of opinion presented as journalism – the April 18 headline: "City Staff Tells Council, 'Close La Cienega Park To The People'". Is that what staff said? Or is that the Courier's choice of words?

Journalism is about reporting the facts without interjecting opinion. Editorializing is about interjecting opinion into current events. The Courier in recent weeks has taken to editorializing rather than reporting. The Courier's past few weeks have put it on a journalistic integrity list that includes Matt

Drudge, Andrew Breitbart and Fox News.

If you're going to publish opinion, THEN LABEL IT AS OPINION. Otherwise, just report the facts.

Kenneth A. Goldman
Sherman Oaks

Note: I take no position on whether MTA's position, the City's position, or the Courier's opinion of the proposed route is most beneficial. I only criticize the Courier's "reporting" of said positions.

WHAT'S ON YOUR MIND?

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You can fax us at:
310.887.0789

email us at:
editor@bhweekly.com



SNAPSHOT



THE AIR UP THERE YOSEMITE

From April 3 to 8, Horace Mann eighth graders attended the Yosemite Institute, a program focusing on ecology, geology, history of the area, leadership, teamwork, responsibility for the environment, and personal responsibility. The students experienced warm weather as well as snowfall during the week. The trip was organized by interim assistant principal Christian Fuhrer, who has coordinated Horace Mann's outdoor education program for the last seven years.

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OUR DATA SPEAKS VOLUMES



briefs

Board of Education begins superintendent interviews

Earlier this week, the interview process began for BHUSD's next superintendent. The Board of Education interviewed six candidates, three on Tuesday and three on Wednesday, for an hour and a half each.

"[The six candidates are] highly qualified, experienced, and extremely well-liked in their communities," Board President Lisa Korbatov said. "They got excellent references, each of them. They're all impressive, each in their own way."

The Board of Education will meet in closed session on May 5 to schedule the second round of interviews and decide which candidates to invite back.

The Board of Education hired the search firm Hazard, Young, Attea & Associates, based in Illinois, to seek out qualified candidates. The firm received 43 applications, and found 15 to 20 applicants to be qualified based on experience and potential to fit into the complexities of BHUSD. The firm conducted pre-interviews with 11 candidates, which were narrowed down to the six candidates invited to interview.

"The response was strong and we think the board will have a good slate of candidates to look at," said Bill Attea, who is leading BHUSD's search.

Attea said that more than half of the applicants are from out of state, representing 17 different states.

The community was invited to attend community meetings and fill out an online survey to provide input about desired skills and characteristics of the next superintendent. Eighty-nine people responded to the survey, and Hazard, Young, Attea & Associates interviewed 148 individuals for their input about what they wanted to see in the next superintendent.

"One [area] that got the highest rank was someone who demonstrates integrity, honesty and fairness, and second highest was someone who will foster a positive professional climate of mutual trust and respect among faculty, staff and administrators," Attea said.

City granted preliminary injunction against Measure 2P

Last Friday, Los Angeles Superior Court Judge Ann Jones issued a preliminary injunction regarding Measure 2P to the City of Beverly Hills. As a result, the city is not required to implement Measure 2P, which would require the city to offer two hours of free parking at all public lots, before a final ruling by Judge Jones.

"This will not change the city's commitment to its two-hour free parking program, but the preliminary injunction enjoins the implementation of Measure 2P until the hearing on August 26," City Attorney Larry Wiener said. "The electorate clearly supports the preservation of the city's two-hour free parking program, and the city council never intended to change that."

The city currently offers the first two hours of parking free at seven of its 17 parking

structures.

"Once again, we are disappointed that the City of Beverly Hills and its attorney, Larry Wiener, have refused to honor the overwhelming will of the people by dropping their challenge against Measure 2P," G&L Realty spokesperson Harvey Englander said in an e-mail statement.

On January 4, Los Angeles Superior Court Judge Ann Jones ruled Measure 2P invalid, and it was uncertain whether the measure would appear on the ballot. The 2nd District Court of Appeal stayed the decision pending the election.

The initiative, proposed by G&L Realty, passed on the March 8 election, 3,452-2,112.

A hearing on the matter has been scheduled for August 26.

Board of Education revises interdistrict permit policy

On April 26, the Board of Education approved a revision of the district's interdistrict attendance policy, which was prompted by assembly bill 2444. The bill, which was approved last September, states that once a student is in a school on an out-of-district permit, the student is not required to reapply for an interdistrict transfer each year.

In the past, the district required permit-holders to reapply every year. In a 4-1 vote, with Board member Myra Lurie dissenting, the Board approved a revision to its policy. Instead of submitting a renewal application each year, permit holders are now required to submit a renewal packet.

A significant change in policy will allow the district to revoke permits based on lack of funds. The revised policy states that interdistrict permits may be revoked if "appropriate and sufficient space and/or funding is unavailable in the existing class, school, specialized program or district as determined by the Superintendent or designee."

"Proposing a new and unknown game change for revocation is very unfair," Lurie said. She said it was unfair to establish that condition after students had already entered into an agreement with the school district. She also said adding lack of funds to the policy sounded like a way to get around adhering to assembly bill 2444.

"If you think we're doing the runaround, all we're doing is projecting fiduciary responsibility to who we can afford to deliver it to," Board member Jake Manaster said. "[There's a] finite [amount of] money we're given today."

In January 2010, the Beverly Hills Board of Education voted to not renew permits for more than 200 students attending its schools on out-of-district permits. The district's change from a revenue limit district to a basic aid district prompted a change in policy that would not allow students to renew their opportunity permits, or allow new permits.

In basic aid districts, local property taxes equal or exceed the district's revenue limit, making the district ineligible for per-student funding from the state based on average daily attendance. That means the district receives no additional money from the state for permit-holder students attending district schools.

The Board also voted 4-1, with Lurie dis-



Justin, Freddy, Sienna, and Brandon Wolfe, and Dr. Michele Kalt at Relay For Life.

Beverly Hills Relay for Life raises over \$100,000 for American Cancer Society

Beverly Hills Relay For Life event chair Jeromy Meyer is still in the process of counting registration forms from last weekend's American Cancer Society fundraiser, but he has already counted more than 1,000 forms.

The fundraiser raised \$101,426 to support cancer research and took place at El Rodeo's track, where participants took turns circling the track for 24 hours, because cancer never sleeps.

"The three schools that were involved, Horace Mann, Beverly Vista, and Beverly High were totally amazing, totally supported us this year," Meyer said.

Michele Kalt, who organized Team Sienna/Team Beverly Vista, got involved with Relay For Life because she wanted to throw a "Cancer Party" for her daughter Sienna Wolfe, a Beverly Vista first grader who was diagnosed with cancer last Halloween.

Kalt was looking for a way to make cancer not seem like a big deal to her three children and their friends.

"[Because of Relay For Life], I definitely accomplished my goal," Kalt said. "Everyone knows she has cancer, it's not a big deal in her little world. My goal was to keep the kids happy, keep them oblivious and solve this problem."

Kalt organized a kid zone for Team Sienna/Team Beverly Vista that offered arts and crafts, music and many other activities.

While Kalt set out to help her family, she found that the event touched many others in the community who have been affected by cancer.

Kalt and Meyer commented that the community support from businesses and individuals that donated time and services to the event was significant and unanticipated.

"I thank the community of Beverly Hills for coming out and supporting us," Meyer said. "The community coming together in Beverly Hills, it's so rare to see such a small-town event in this area. That was beautiful to see."



NOTICE OF COMMISSION VACANCY:

FINE ART COMMISSION

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

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

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

The deadline for filing applications for this Commission is Monday, June 20, 2011 at 5:30 p.m.

BYRON POPE, CMC
City Clerk

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senting, to not renew opportunity permits for students currently in fifth and eighth grade. Lurie has been an outspoken advocate for the opportunity permit program, despite the fact that the community has repeatedly elected candidates who pledged to end it.

The decision affects two students currently in fifth grade and 28 students currently in eighth grade who are enrolled on opportunity permits.

Interdistrict permit applications opened on April 15, but the district plans to grant new permits only to children of BHUSD faculty and staff, and city employees.

Recreation & Parks Commission rejects dog park at La Cienega Park

On April 26, the Recreation & Parks Commission discussed possibilities for an off-leash dog area in Beverly Hills. The city currently does not allow dogs to be off-leash at any city park.

One idea discussed was to designate hours when dog owners would be allowed to let their dogs roam off-leash on the senior league field at La Cienega Park. The infield would be closed, but the outfield would be open to dogs.

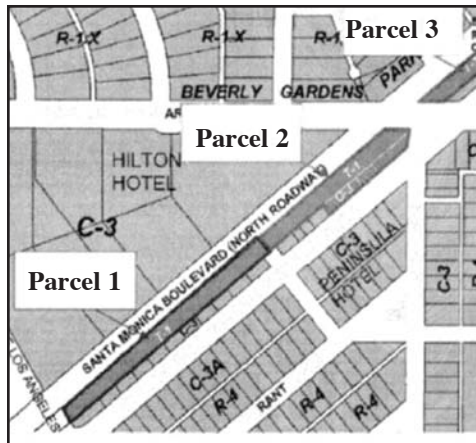
Commission Chair Alan Block said that although the commission is in favor of having a dog park, the commissioners did not like the idea of sharing the senior league field with the dog park.

"We said we want to keep the door open, look at other alternatives," Block said. "We'd rather not share the senior league field with a dog park."

The commission asked staff to look into other possibilities, which include an area at Roxbury Park, city-owned property in the industrial area, the orange grove near Coldwater Canyon Park and an area adjacent to the fire department.

Alternative possibilities will be discussed at a future commission meeting.

Planning Commission and City Council liaison consider the Gateway Project



On April 19, Planning Commission Chair Dan Yukelson, Vice Chair Craig Corman, Vice Mayor Willie Brien and City Councilmember Lili Bosse met to discuss plans for the Gateway Project.

"There is general consensus that we're willing to look at changing the zoning for the right type of property," Yukelson said. "We will study potential impacts [to the nearby] residential neighborhood, type of buildings, and [possibilities for] setback. There was general consensus we would like to move



Fifth graders Lilly Hanna and Natasha Colins, and fourth-grader Jamie Hartman decorate tiles for a memory wall that will become part of Hawthorne's structure.

Hawthorne families make their mark on tile wall

Eighty families attended Sunday's tile wall fundraiser, which has raised \$8,000 so far. Staff from Color Me Mine was on hand to help students decorate tiles with images representing their families, hobbies and other interests. Students who were unable to attend the event still have the opportunity to decorate a tile at Color Me Mine in Beverly Hills and submit a form to the Hawthorne office.

this thing forward."

The Gateway Project refers to three parcels of land, belonging to three different owners, located along Santa Monica Boulevard near Wilshire Boulevard. The three landowners applied for a change of zoning from the current T-1 (transportation) zones to C-3 (commercial) zones, but the Planning Commission

rejected the request on March 24. One landowner also proposed a three-story, 90,000-square-foot office building with four levels of subterranean parking providing 274 parking spaces.

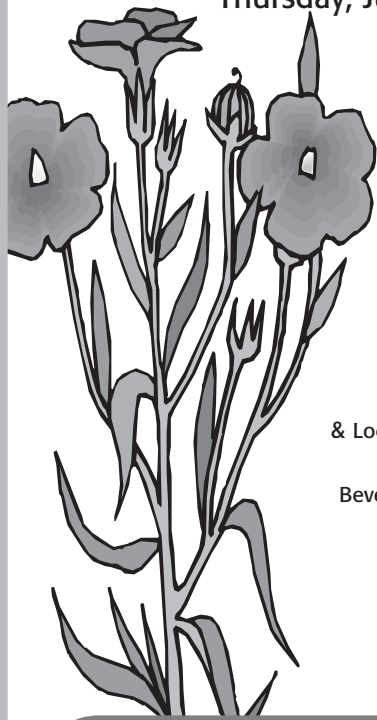
The parcels, totaling approximately three acres, were formerly part of a railroad right-

briefs cont. on page 5

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editorial

School Board: Keep our popular superintendent Dick Douglas

Lately our Board of Education likes to repeat the phrase "Insanity is doing the same thing over and over and expecting a different result."

But have they stopped to think that **insanity is likewise trying to recruit another out-of-district superintendent and expecting them to stay in Beverly Hills?**

The track record for attracting out-of-district candidates has been dismal—10 superintendents in 13 years—and the reasons for this chronic turnover are clear. To succeed as a school administrator in the BHUSD, you need to have deep ties in the community. We see that now with our five popular principals, four of whom taught here for

20+ years, and the other previously held an administrative position within the district.

It's not a coincidence why our principals are so popular—you can't just take anyone from any part of the country, stick them in Beverly Hills and expect them to succeed.

We already have a popular superintendent in Dick Douglas. He knows our community and has

Insanity is likewise trying to recruit another out-of-district superintendent and expecting them to stay in Beverly Hills.

taught many generations of our kids, after 20 years of teaching in Beverly Hills, plus being principal and assistant principal for another 10. Douglas then spent another 11 years leading an affluent basic aid district in another part of the state—but he never lost his ties to Beverly Hills.

You can't get that kind of connection with an out-of-state applicant who will get

here and have no idea how to deal with our super-involved school community. In the event the Board hires an out-of-towner, he or she will immediately be shopping his or

her resume around, as we've seen so many times in the recent past.

On top of all of this, at least two new Board members will be joining the Board at the end of the year, so shouldn't they have some input before being locked in to a 3-year contract with a new superintendent?

Recently the search firm retained by the Board to find a new superintendent held interviews with all the different stakeholders—parents, faculty, PTA, alumni, and community—with each group overwhelmingly voicing their support for Douglas to stay.

So we're begging our Board of Education—show us you understand the definition of "insanity" and keep a popular superintendent who knows what he's doing and has strong support. Call off this insane "search." Let's keep Dick Douglas on the job.



briefs cont. from page 4

of-way and the current zoning allows the land to be used only for transportation purposes.

The Planning Commission wanted to keep options open for the parcels, because they are located at the city's western boundary, a key entry point into the city. One of the considerations is an overlay zone for the parcels, which would allow the city to create zoning specifically tailored for the three parcels.

"A term that was used when we were talking about the property was rational limitations," Bosse said. "The consensus was there

has to be a greenbelt, there has to be a green space, it has to be a very inviting gateway to Beverly Hills that reflects our community."

Bosse said it's also important that the development fits into the neighborhood, does not impact parking and traffic and doesn't create a wall or canyon effect. The possibility of bike lanes was also discussed.

"[This area is] almost the first thing that hits you when you drive into our city," Yukelson said. "I really want to see improvement, [because it] doesn't look like Beverly Hills when you drive by those properties."

Yukelson said the City Council and Planning Commission liaison committee would meet again before the Planning Commission considers details of the Gateway Project.

"We'll come up with some options, how we would want to craft this overlay zone," Yukelson said. "We need to respect the fact that these are three separate parcels and each of them may have different, unique properties that we're going to have to deal with. We can't necessarily treat each of these three properties the same."

Increase in gas prices affects city

Since the fiscal year began on July 1, 2010, the City of Beverly Hills has paid an average of \$18,900 per month to fill the tanks of the city's diesel-powered vehicles and \$32,900 to keep gasoline-powered vehicles fueled, according to fleet supervisor Craig Crowder, in the fleet services division of Public Works.

The city's 259 vehicles, including police and fire vehicles; 29 off-road vehicles, including tractors; and 72 pieces of non-self-

briefs cont. on page 9

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For more information visit the City's website at www.beverlyhills.org/noiseordinance or call 310-285-1006.



from the hills of beverly



Decision time for schools

And keep it together on subway battle

By Rudy Cole

School board members are meeting “off campus” to interview some finalists for Superintendent of Schools despite continuing support in the community to keep acting super, **Dick Douglas**, on the job for at least one more year.

At school meetings and even social gatherings, board members have heard strong pleas for the board to extend Douglas’ contract. A former classroom teacher and elementary school principal, Douglas was hired when another temporary superintendent, Dr. **Jerry Gross**, left the district. (By mutual agreement.)

The current search firm has won high praise for bringing some top rated educators here for consideration. Sources have told us that the field has been narrowed down to six, which may include a former west coast educator, now holding a top job in a New York suburban community with demographics similar to Beverly Hills, who wants to return to California. Another finalist is reportedly a Pasadena-area superintendent.

Why has the board not extended Douglas’ contract? Several board members argue that the district has simply gone too long without a permanent superintendent and that the time has come to actually make a choice, especially since this search firm seems to have actually found some highly qualified candidates.

“This is not about Douglas,” one board member told us off the record, “We all admire and appreciate his talents. But this process has simply dragged on far too long and creates an uncertain future for our schools.”

However, the school board election will take place this November. If there are new board members, and it seems almost certain there will be at least one, a new superintendent would have as a boss someone who had no part in the selection—the same issue Dr. **Brian David Goldberg** and **Steven Fenton** faced when they won in 2007.

Goldberg has made it clear he will seek a second term but Fenton has been equally

up front about not wanting to run again. (Fenton recently married television personality **Leeza Gibbons**. Editorial note: Congratulations and good wishes. Fenton told us he has not ruled out running for city council, just not sure when. As for the minor flap between Fenton and Mayor **Barry Brucker**, see below.)

The changing of school board members could make any reasonably sophisticated super applicant very cautious. Although it is less probable this year than it was in 2007 when educational direction and philosophy made the election very divisive, it is still likely for any new member to have preferred to have been involved in the hiring. That year, and the most recent in 2009, saw the defeat of an incumbent. In 2007, **John Millan** opted not to seek reelection and in 2009 **Myra Demeter** did the same. In recent years, the only incumbent to win and run ahead of the winning challenger was **Myra Lurie**. The loser in 2007 was **Alissa Roston** and in 2009, **Nooshin Meshkaty**.

Interesting historical note: Roston probably lost her reelection because she was tagged with responsibility for losing a very popular school principal, **Irene Stern**, of Beverly Vista, now back on the job.

That’s worth another ironic note: The then-school board felt they had to support their Superintendent **Jeff Hubbard** who had major differences with Stern. Stern was reassigned to lead the adult school, a job she refused, but last year the new board brought her back to BV, and Hubbard found himself caught up in the Strategic Concept legal problems, now facing trial.

No, this is not a clear-cut issue and there are no good guys and no villains on the board. The two members most anxious to find a new, permanent superintendent, **Goldberg** and board president **Lisa Korbatov**, are doing what they feel is best for our schools—ending the uncertainty of leadership. They too praise Douglas.

Fenton has been the strongest voice for extending Douglas’ term. **Jake Manaster** too wants to end the process as soon as possible and **Lurie**, the senior board member, has expressed reservations about hiring anyone prior to the election. Unless one of the five finalists found by the search firm is so outstanding that there is an urgency in signing a contract, **Lurie** and **Manaster** could opt to keep Douglas on the job.

If not, why not hold off the final decision until after the election, let the new board, if one is elected, be part of the process and avoid any doubts about the decision having broader support. Also, it would certainly benefit the district if Douglas helped in the transition.

What Douglas has done for the district is not insignificant. He has created a new era of confidence in our schools, too often riddled with personality conflicts and the coming and going of a small army of administrators. Clearly, the schools are more focused on serving and less on wrenching infighting. The credit for this also has to go to all the board members and board president **Korbatov**. But also to Douglas.

This new era of reasonably good internal vibes makes it much easier for the Beverly Hills Education Foundation to launch such innovative fundraising efforts as BHEF board chair **Jonathan Prince**’s One Million in One Week drive. (Wouldn’t hurt to extend the time limits.) This new board, with Douglas’ leadership, simply has to be credited with improving community support

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of our schools.

Who wants Douglas to stay? Every single PTA leader. The teaching staff. Colleague administrators and all five site principals. And the rest of the education community. I have not heard one single voice, outside the board, who does not insist that Douglas should be kept on the job, not one.

Will this be an issue in the election? At least one likely candidate has told us he thinks Douglas should be kept on the job for at least another year. Since Goldberg may be the only incumbent on the ballot, this could impact his reelection. Reportedly, some of his most loyal backers have urged him to reconsider the Douglas contract extension.

Goldberg does have a strong base, especially among younger parents in the Horace Mann area. He has been an effective voice for assuring that each of the elementary schools receives equal support from the district.

In a sense, you have to credit him with biting a tough and unpopular political bullet. But politics aside, hopefully Goldberg will work for a sound compromise of seeking the best permanent superintendent possible while using the special experience, talents and, most important, Douglas' insights into our education community by extending the contract. If that was the option when Goldberg first ran, I am reasonably certain it is one he would have supported—giving a possible new board a role.

Final thoughts: this board may be too close to the action to really appreciate the enormous discontent that existed just months ago before Douglas was hired. Divisive battles on out-of-district permits. Scandals involving consultants. A revolving door in the superintendent's office, with some bad choices. Internal board squabbling. Fiscal uncertainty. And much more.

As the campaign director of the last school

bond election, I am reasonably certain that this community would not now have voted Yes on Measure E. Douglas has helped restore confidence, at the very least.

Critical to the success of a new superintendent is not to have him or her come here in the midst of a deep controversy over a Douglas contract extension. Neither Douglas or his backers want that, and a one-year extension is a good compromise.

What about possible candidates? One strong candidate has emerged, **Damien Bean**. He is clearly very independent, not tied to any incumbent and is prepared to run an aggressive campaign. Now, the pressure is on others who have said many times they will not run. But if **David Seidel** and Prince change their minds, this could be a very interesting campaign.

Both have strong family ties to education—Seidel's mother, **Joan**, was a PTA president and former city treasurer and Prince's father, **Dr. Martin Prince**, was one of the most idealistic and respected members of the school board several decades back. Jonathan has given the BHEF a much needed shot in the fundraising, community-support arm.

Lurie, a former board president, has made it very clear she will not seek a third term. However, she has been under considerable pressure from former PTA colleagues—she came to the board after extensive PTA service—to run again. As for family credentials, her mother-in-law, **Sooky Goldman**, is one of the true heroes of our city's public schools. What was one of Sooky's major accomplishments? Insisting that then-high school principal **Ken Peters** be chosen as superintendent. Yes, promoting someone from within was the issue then too.

IS THERE A RIFT ON SUBWAY ROUTE DISPUTE

What appears to be a minor misunder-

standing has led to some divisive issues between Mayor **Barry Brucker** and school board member, and former board president, **Steven Fenton**: how best to oppose a subway route under the high school.

First, it was when Brucker was mayor that he made the generous and thoughtful action to allow **Frank Fenton** to leave the council as mayor, stepping aside for the last three weeks of his term. Fenton, who had served with distinction as school board member, board president, city treasurer and recreation and parks commissioner, had decided not to seek a second term.

Frank was then able to retire with the title of former mayor, an honor he richly deserved and one that Brucker made possible.

What apparently disturbed Steven Fenton was a difference on how best to fight any proposed subway route under the high school. I think they share a common goal, if not how best to win the fight.

Fenton feels the whole council should join the school board in a clear message to the MTA: If the subway goes under the school, the city will fight the whole subway project.

How best to express that is also a problem. Under the leadership of President Korbatov, the board is militant and clear on this issue while the council is trying to achieve the same goal by careful negotiations.

In a sense, they are both right, but what this community most needs is a clear, united voice and not public disputes on strategy. The board is spending the big bucks in the fight, even hiring a prestigious lobbying/lawyer group to take the battle to Washington. If we fail to convince the MTA

board, the next, and very drastic step, would be to fight federal funding for the entire subway project.

An ideal strategy? Every elected official should make it clear, they will never under any circumstances support a subway project that endangers our schools, and that includes Good Shepherd as well.

BEST OF BEVERLY HILLS UPDATE

We have some great nominations in a wide range of categories and some very interesting comments on local professionals and businesses, but we could use some additional suggestions in these categories:

- Food markets
- Shoe repairs
- Dry cleaners and alterations
- Opticians
- Clothing, tailoring
- Gifts
- Households
- Medical
- Service stations
- Luggage

Absolute final deadline: May 10. See below for e-mail address.

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.

Sir Figalot Wins Again!

BEXAR COUNTY – Ricky Taylor, after using Thera-Gesic® on his sore shoulder due to a tip from local resident Tom W., was able to win his 4th Fig Eating Contest in a row. He ate 3.9 lbs. of figs in 10 minutes to secure the Blue Ribbon and retain his title of “Sir Figalot.”



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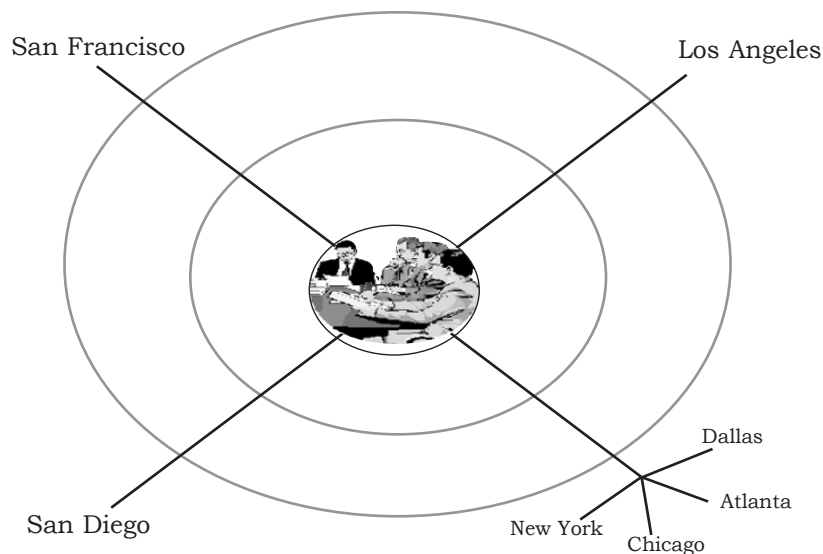
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coverstory

ALL FOR ONE

BHEF's One Campaign is on a high-profile mission to raise \$1 million for BHUSD

By Melanie Anderson



The Weekly interviewed BHEF Chair Jonathan Prince on Tuesday, the official second day of the One Campaign.

The Los Angeles Times ran a story about the One Campaign this morning. What was your day like?

I actually called a friend of mine whose son I coached in Little League and this guy happens to be a writer for the *LA Times*. I said to him, I wonder if there's an angle here. This is one of the most elite communities in the country and they're raising money for their schools. If this elite community is forced to have this emergency fundraiser then clearly so many other districts are in trouble. How are other districts handling it? Is there a possibility that the One Campaign is a role model for other communities that are in similar situations?

He pitched the story to a writer named Howard Blume, who did an amazing story and suddenly we wake up this morning and we're on the front page of the *LA Extra* section, and the story gets picked up by the AP news wire. Before we know it, local KABC news was at the high school today, KABC radio did interviews today, Fox News is coming tomorrow morning, NBC news is coming. It became a national story. In fact, it ran on local news in New York City. If you went to Google right now [and searched] "Beverly Hills schools million dollar campaign," you'll see it got

picked up by newspapers in Kansas City, Detroit, Tallahassee. Everyone's running this story.

Now the challenge is how do we turn that attention into dollars? How do we get the community to say, 'Other people recognize this as a story of value, as people who are trying hard to solve a problem within their community.' And I keep saying to everybody, 'Okay, turn that into a donation, turn to companies who exist in Beverly Hills or cater to Beverly Hills people, whether it's a restaurant, clothing store, law firm, talent agency, people who have made money off of Beverly Hills, off of this name and these people for so long.' How do we go to people who have never given to our schools and say, 'Do you understand now?' It's real; there's no crying wolf here, no chicanery here. My feeling is to use the local news, national news, television and radio news to drive people to give.

What was the impetus for this campaign?

When I first heard that our district was going to be cutting teachers and positions and counselors not due to shrinkage of the district, not due to choice by the board, superintendent or principals, but merely because we couldn't afford the positions, I was angry. We have to be able to make decisions based on what's best for our kids, best for our schools, what's best for each individual principal and for the superintendent, not based on our budget. I was frustrated because I knew plenty of people had generously donated to BHEF in the past, to the PTA in the past, plenty of people had been part of the Apple Ball, I didn't know how to sort of raise the issue once again with the group of people who have already been generous. How do you keep going to the same people over and over again?

Also, there had been some skepticism about the role of BHEF and the role of PTA as to how they're spending the money, so I called into a room our superintendent Dick Douglas and two board members, heads of the PTA Council, [BHEF President]

Annette [Saleh], and we together created this notion of having a comprehensive campaign in which principals and the superintendent would decide which jobs were of greatest value at the five sites, to try to save those jobs. The PTA and BHEF would both fundraise and execute the campaign, that for the first time I can remember the BHEA, our teachers union, would be a part of this campaign. They would message the campaign, they would send those envelopes home with every K-12 student with instructions that their parents are to fill out that form and either donate or not donate, but to sign it to show that indeed you've read it, seal it and give back to the teacher. If that's run through the classroom [there's] finally the chance that every parent knows what's going on. I didn't want people, come next September, to say, 'What happened to the instrumental music program at the middle school? What happened to the K-5 technology teacher?' Secondly, BHEA is asking its own members to donate toward this campaign to show they believe in it.

Now you have a campaign that was led by principals and the superintendent, messaged and donated to on a daily basis by teachers and the union, administered and executed by fundraisers, PTA and BHEF, and given passion from the students from ASB who also got involved. That comprehensive campaign, a true educational community campaign, had a chance to create this notion of the One Campaign in which one would try to raise \$1 million in one week with 100 percent of funds going to pay for teachers' salaries with complete transparency.

Why is it important for the entire community to be involved?

There is a recent RAND report that states for every point of the API scores in the district, for every point those scores go up, the community in which that public school lives, those homes are worth more money, the businesses do better, newspaper readership goes up, police and fire go up, city services go up. Education is the single most effective driver to raise life-

style and raise property value and business value in a community, much more than anything else, more than building a mall, more than putting in a theme park, more than putting in a subway stop. The most important thing to do is raise the value of public education.

What was the response at the Apple Ball when the campaign was launched?

The response in the room was spectacular. That night alone, in the half hour we spoke about it, we raised about \$60,000 and by the time pledges came in online overnight, we had saved one job thanks to the Apple Ball. That's pretty special. Now the downside is the same 20 percent of the people who always give money are also the same people who happen to be at the Apple Ball. The question was, could it expand?

Monday morning we sent the [donation envelopes] out. It's Tuesday afternoon now, we've now saved a second job. We know now we've saved two positions due to generous online donations and beginning of collecting some donations at school and I would say to readers of the newspaper, there are many days left.

How do you feel about the response so far?

I'm greedy so I'm not content with the fact we've saved two jobs in two days. I want to have saved ten jobs in two days because I want the district to be successful, I want the campaign to be successful, I want the community to be able to congratulate itself for having come together and done something unique and passionate. I would say there's many people who would say, 'Wow, good start,' and I would say, 'Yeah, good start, but not good enough.' And I expect more of my friends and neighbors. I think we can do better, I think we can be better.

What are some of the inspiring things people in the community have done?

We're finding really generous private families who are donating as much as \$10,000 and \$15,000 and \$25,000 gifts. We're finding people who say I can't afford to give anything at all, and yet they give a dollar per day per student in the district. So someone with three kids multiplies 365 times three and writes a check for that much, because even if they can't afford anything, they want to give.

I loved watching the ASB students declare today One Day and they were all wearing black and white clothing, and they were selling bracelets. They weren't selling the bracelets to make money, although I think they made close to a thousand dollars today, but they were doing it to raise awareness. They were doing it so the kids would go home at night with black and white bracelets and say to Mom and Dad, 'You've got to give to the One Campaign.' So the spirit of the kids is amazing, spectacular.

The partnership of BHEF and PTA is as good or better than I thought it would be. The leadership of Dick Douglas and Carter Paysinger and the four K-8 principals, their leadership has been really important in this and I think the desire of the Board of Education to make this work, to take a role that says who can we call and how can we help, and everybody putting down their disagreements and putting down their individual feelings about things that have been potentially challenging for us and divisive for us, everyone putting down for a week and raising money, that's pretty cool and we don't get that often in Beverly Hills.

Why black and white?

We made black and white the colors because when we chose to do the One Campaign literature, we wanted it in black and white because we didn't want to spend

lots of money on glossy color ads. So we did it in simple black and white, and because the phrase, there it is in black and white, meaning read it, you can see it's right there.

How have local businesses responded?

We got a generous donation from Saks Fifth Avenue, so when you see that a retail organization like Saks believes in education, that's a huge statement and it says to other department stores and restaurants [in] our community, 'What are you doing? How much money are you giving?' I challenge and I say to restaurants on Beverly Drive and Robertson Drive and Santa Monica Boulevard and Wilshire Boulevard, 'Where are your donations?' I think it's the same thing with retail stores. I look at the people on Rodeo Drive and say, 'Are you our partners?' I challenge

them and say if you're not going to invest in education of young people of the community in which you do business, then what are you investing in? This isn't a donation; this is an investment.

What is happening the rest of the week and through the weekend?

Tomorrow morning and every morning the PTA is at the five schools reminding parents they have to give. Tomorrow night El Rodeo has its variety show. They're contributing money toward the campaign, but also there will be 500 parents in the auditorium and we'll remind them the importance of the campaign. Thursday night Horace Mann has its variety show, its fundraiser. Each of the schools continues to message, even the high school kids. This is the week of AP tests, and yet today they held a rally, they'll continue to

sell bracelets. We continue to make phone calls to our friends at businesses and private families, asking them to donate and tell them you have until Monday morning.

Do you have any final thoughts for our readers?

If you have given, thank you, and please call 10 people and encourage them to give. And if you haven't given, go online and give right now, and call 20 people and tell them that you just gave.

This is a truly community driven campaign and if we don't get all the way to a million dollars, at least we will have tried and you'll feel better for having been a part of that effort.

For more information or to donate, visit www.bhef.org.

briefs cont. from page 5

propelled equipment, including water pumps, consume on average 4,900 gallons of diesel and 8,700 gallons of unleaded gasoline each month.

The city fuels its fleet at its central fueling station, located in the Public Works complex area, off the corner of Third Street and Foothill Road. The Fire Department has fueling capabilities at its headquarters, at Fire Station Number 2 at Coldwater Canyon, and at Fire Station Number 3 on Doheny Drive.

The fueling stations stock 87-octane unleaded gasoline and diesel, which the city purchases from SC Fuels, which is part of Southern Counties Oil Company. Crowder said the city is in its second year of a three-year contract.

The city's contract is tied to the oil price information service, which Crowder said is published each day. Crowder said the city currently pays about 1.3 cents higher per gallon for unleaded gasoline than the OPIS figure, and about 1.7 cents higher per gallon for diesel.

"We are paying a significantly lower price than the normal person at the pump pays," Crowder said. "I believe our last fuel cost was, we paid \$3.09 [per gallon for unleaded gasoline] and \$3.16 per gallon for diesel. That was in the third quarter of this fiscal year."

Crowder said the city also has an account with the 76 gas station at Wilshire Boulevard and Whittier Drive, which is where the city's motorcycles fill up because they require 91-octane gasoline.

"There are a number of vehicles driven outside of the city and those get fueled under other provisions," Crowder said. He said the majority of outside usage is police and fire vehicles, but he added that most city vehicles use the central fueling station.

Crowder said the city is doing a number of things to cut down on fuel costs and oil dependency. The city is currently seeking proposals to build a compressed natural gas fueling station, and has recently purchased four new street sweepers that run on CNG to replace four older diesel-powered sweepers, as well as two new refuse collection vehicles powered by CNG.

"We can realize savings with CNG compared to diesel, [and it's] also cleaner burning

and better for the environment," Crowder said.

The city has about seven hybrids and two fully electric vehicles.

"We've been kind of conservative in our hybrid purchases strictly because the return on investment on hybrids is not fully realized, so if you're not careful you can actually spend more money than you're saving by going to the hybrid," Crowder said.

Crowder said the return on investment may not be fully realized because the initial cost of hybrid vehicles is higher than many non-hybrid vehicles. However, Crowder said the city plans to purchase a few more hybrids to replace some of the city's administrative vehicles that travel throughout the city.

Local businesses support the One Campaign

On April 27, BHEF launched the One Campaign in an attempt to raise \$1 million in one week to save BHUSD teaching, counseling, special education and custodial staff positions. One hundred percent of donations will directly support faculty and staff salaries.

On Friday, Menchie's frozen yogurt will be on sale at Beverly Vista from 2 to 3:30 p.m. One hundred percent of proceeds will benefit the One Campaign. On Thursday and Friday, the yogurt shop, located at 9609 South Santa Monica Blvd. in Beverly Hills, will donate 20 percent of yogurt sales to BHUSD schools. Customers should mention Beverly Vista to the cashier, and do not have to be affiliated with the school.

Last Monday, Michael Nourmand, President of Nourmand & Associates Realtors in Beverly Hills, announced he would match funds up to \$20,000 for donations made by his agents.

"I thought it was a good way for our agents to get involved in the community and also just to show that our community supports local schools," Nourmand said. "It's hard to find good public schools from K-12 in the greater LA area."

Nourmand graduated from Beverly High and his wife Michelle Nourmand, also a Beverly High graduate, teaches third grade at Hawthorne. Nourmand said a number of his agents have had children go through BHUSD schools.

For more about the One Campaign, see

cover story on page 8.

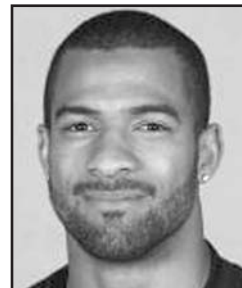
Society of Young Philanthropists gala to benefit Jerusalem medical center

On May 14, the Society of Young Philanthropists hosts its seventh annual gala at 8 p.m. at The Bank in Hollywood. Proceeds from the event will go toward the building of classrooms for children at Shaare Zedek Medical Center in Jerusalem, which provides qualified teachers to help students keep up with studies while undergoing treatment and recovery. Shaare Zedek, which means "Gates of Righteousness," has established a peaceful environment where young patients of all ethnicities can coexist, learn from each other and respect each other.

The event features a playful theme, offering adult-sized swings, kid-friendly finger food, photo booths and more. The gala also offers an open bar, with cocktails made with products from sponsor The Patrón Spirits Company. Live entertainment and raffle prizes, including a free flight to Israel, round out the evening.

The Bank is located at 6757 Hollywood Blvd. in Los Angeles. Tickets start at \$150. The event is for ages 21 and up. For more information or to purchase tickets, visit sypla.org, e-mail info@sypla.org or call (310) 425-9639. For more information about Shaare Zedek Medical Center, visit www.SZMC.org.

Pro Football Team Drafts BHHS Graduate



Spencer Paysinger

Spencer Paysinger, a 2006 Beverly High graduate, was chosen by the Sacramento Mountain Lions in the fifth round of Monday's United Football League draft after being bypassed in last week's National Football League draft.

Paysinger, a son of Norman football coach Donald Paysinger and nephew of the school's principal Carter Paysinger, wrote on his Twitter page Tuesday he has not decided if he would sign with Sacramento. NFL teams are barred from signing players because of its player lockout.

Paysinger was the 24th overall selection in the draft of the five-team league that began play in 2009. The Mountain Lions are coached by the former NFL and Stanford coach Dennis Green.

A linebacker, Paysinger was an honorable mention All-Pacific-10 Conference selection in 2010 after making 76 tackles for Oregon.

BHHS Boys' Tennis Team Routs Culver City

The Beverly High boys' tennis team defeated Culver City, 16-2, April 14 in an Ocean League match at Beverly Hills, with the Normans' top two doubles teams of Ethan Kunin and Austin Towns and Cosimo Bocchi and Abpay Singh both winning all three of their sets, 6-0.

Beverly Hills' No. 3 doubles team of Josh Berris and Charles Kim won its sets 6-0, 6-2, 6-2.

Max Eagle, playing No. 3 singles for the Normans, won 6-3, 6-4, 6-2. Sam Farzani, Beverly Hills' No. 1 singles player, was a 6-0 winner in the first round, then replaced by Jon Berger, who won one of two sets.

Donovan Suh, playing No. 2 singles for the Normans, was a 6-0 winner in the first round, then replaced by Chandler Davis, who won one of two sets.

Beverly Hills (4-7, 2-1 in league play) led 6-0 at the end of the first round and 11-1 at the end of the second.

The Normans lost to Harvard-Westlake, 11-7, April 13 in a nonleague match at Beverly Hills, with Farzani, Suh and the Drew Freeman-Jon Jason doubles team all winning two of three sets.

Eric Busi, Beverly Hills' No. 3 singles player, defeated Dylan Eisner, 6-4, in a first-round match.

The Normans trailed 5-1 at the end of the first round and 8-4 at the end of the second.

The Wolverines were ranked fourth in the Southern Section Division 1 poll released April 25.

Pairings for the Southern Section Division 2 playoffs are scheduled to be released Monday, with Beverly Hills expected to begin play Wednesday.



Board of Education members Myra Lurie, Jake Manaster, Vice President Brian Goldberg, President Lisa Korbatov and Board member Steven Fenton.



Apple Ball Award winners with superintendent Dick Douglas. Back row, left to right: Stewart Horowitz, Phillip Babcock, Susie Wallach, Jane Geletko and Dana Findley. Front row, left to right, Annette Goldstein, Douglas, Loren Newman and Elizabeth Akins.



Corinne Verdery and Sharona Nazarian.



Linda Kadisha, Sandra Walder, City Councilmember Lili Bosse, Annette Saleh and Michelle Kaye.



Karen Sachs, Nancy Ross, Pam Hendry and Pam Marantz.



Dana Kiesel and Dana Gilbert.



Steve Kessler, Board member Steven Fenton, City Councilmember Julian Gold and David Corwin.



Noah Furie, Brian Rosenstein and George Mueller.



Karen and Carter Paysinger.



Farhad Farahmand, Dr. Shahab and Elizabeth Ebrahimian, and Azy Farahmand.



Marc and Annette Saleh, Jonathan Prince and Michelle Kaye.



Julie Goler and Jen Tedford.



Gary Ross, Steve Hendry and Tommy Gallop.



Loren Newman, Elinor and Ian Newman.



Les Bronte and Ilene Straus.

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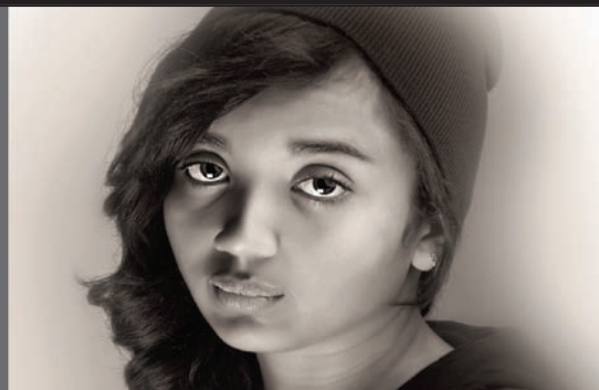
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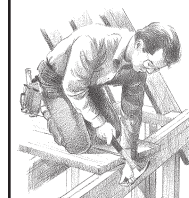
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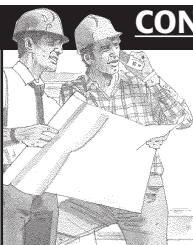


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FICTITIOUS BUSINESS NAME STATEMENT: 2011430106 The following person(s) is/are doing business as: OSHANA ESCROW, A NON INDEPENDENT BORKER ESCROW. 16219 Dickens Street Encino, CA 91436. NORIA YEFIMA. 16219 Dickens Street Encino, CA 91436. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/22/2011. Signed: Oshana Real Estate and Escrow, Inc., Owner. This statement is filed with the County Clerk of Los Angeles County on: 3/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11563

FICTITIOUS BUSINESS NAME STATEMENT: 2011045248 The following person(s) is/are doing business as: UROGYNECOLOGY ASSOCIATES, 25108 Margueritea PKWY A-259 Mission Viejo, CA 92692 LOS ANGELES UROGYNECOLOGY 25108 MARGUERITA PKWY A-259. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/25/2011. Signed: Aram Bonni, President. This statement is filed with the County Clerk of Los Angeles County on: 3/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11564

FICTITIOUS BUSINESS NAME STATEMENT: 2011037946 The following person(s) is/are doing business as: GREEN NATION ENTERTAINMENT, LLC HOPE RILEY MUSIC. 8033 W. Sunset Blvd, Ste 977 West Hollywood, CA 90066. CA. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/11/2011. Signed: Green Nation Entertainment, LLC, Managing Member. This statement is filed with the County Clerk of Los Angeles County on: 3/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11565

FICTITIOUS BUSINESS NAME STATEMENT: 2011003601 The following person(s) is/are doing business as: OREAS 1152 S. Keniston Ave, Los Angeles, CA 90019. ONEPURE, INC 3220 Blume Drive Suite 100, Richmond, CA 94806. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/5/2011. Signed: One Pure Inc., Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/5/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11566

FICTITIOUS BUSINESS NAME STATEMENT: 2011003800 The following person(s) is/are doing business as: REVELER 5419 Hollywood Blvd, Suite C242, Hollywood, CA 90027. EDWARD ELG 5419 Hollywood Blvd, Suite C242, Hollywood, CA 90027; DANIELLE POLLACK 9832 66th Rd, New York City, NY, 11374. The business is conducted by a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/9/2011. Signed: Reveler, Production Company. This statement is filed with the County Clerk of Los Angeles County on: 4/9/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11577

FICTITIOUS BUSINESS NAME STATEMENT: 2011004849 The following person(s) is/are doing business as: U.S. BILATERAL TRADE CENTER 5364 Amberwood Dr, Inglewood, CA 90302. MICHAEL ANTHONY MADISON 5364 Amberwood Dr, Inglewood, CA 90302. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/10/2011. Signed: Michael A. Madison, Executive Director. This statement is filed with the County Clerk of Los Angeles County on: 4/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11578

FICTITIOUS BUSINESS NAME STATEMENT: 2011002564 The following person(s) is/are doing business as: A JOE WELL DONE 6080 Center Drive Suite 600, Los Angeles, CA 90045. SHORT SALES ARE MY SPECIALTY INC. 600 Center Drive, Suite 600, Los Angeles, CA 90045. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. Signed: Short Sales Are My Specialty, CEO. This statement is filed with the County Clerk of Los Angeles County on: 4/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11579

FICTITIOUS BUSINESS NAME STATEMENT: 2011003598 The following person(s) is/are doing business as: SPIRITED EVENTS; KIM'S CORNER 2007 S. Harcourt Ave, Los Angeles, CA 90016. KIMBERLY HOLMES 2007 S. Harcourt Ave, Los Angeles, CA 90016. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. Signed: Kimberly Holmes-Lamar, President. This statement is filed with the County Clerk of Los Angeles County on: 4/08/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11580

FICTITIOUS BUSINESS NAME STATEMENT: 2011003508 The following person(s) is/are doing business as: ALL A BOARD SNOW SURF AND SKATEBOARD COMPANY; THROUGH THE STORM 2924 Farmdale

Ave, Los Angeles, CA 90016. CHRISTOPHER TURK; JULIE TURK 2924 Farmdale Ave, Los Angeles, CA 90016. The business is conducted by: Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. Signed: Christopher, Julie Turk, Owners. This statement is filed with the County Clerk of Los Angeles County on: 4/08/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11581

FICTITIOUS BUSINESS NAME STATEMENT: 2011003417 The following person(s) is/are doing business as: SPEECH LANGUAGE SUCCESS 8717 Venice Blvd, Los Angeles, CA 90034. SUZAN RAFELI 137 S. Maple Dr, #204, Beverly Hills, CA 90212. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. Signed: Suzan Rafeli, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/08/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11582

FICTITIOUS BUSINESS NAME STATEMENT: 2011003353 The following person(s) is/are doing business as: HUDSON PARKER 815 S. Wooster St, Suite 201, Los Angeles, CA 90035. SPONTANEOUS ADVENTURES INC 815 S. Wooster St, Suite 201, Los Angeles, CA 90035. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. Signed: Allen 123 Inc., President. This statement is filed with the County Clerk of Los Angeles County on: 4/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11583

FICTITIOUS BUSINESS NAME STATEMENT: 2011000469 The following person(s) is/are doing business as: CARIS ON BROADWAY 361 W. Broadway, Glendale, CA 91204. M.F&F INC 361 W. Broadway, Glendale, CA 91204. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 5/30/2006. Signed: M.F&F Inc., Treasurer. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11584

FICTITIOUS BUSINESS NAME STATEMENT: 2011001927 The following person(s) is/are doing business as: EZ AUTO SHOP 900 Norris Ave #1, Sun Valley, CA 91352. ALLEN 123, INC 900 Norris Ave #1, Sun Valley, CA 91352. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. Signed: Allen 123 Inc., President. This statement is filed with the County Clerk of Los Angeles County on: 4/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11585

FICTITIOUS BUSINESS NAME STATEMENT: 2011001930 The following person(s) is/are doing business as: SECURITY ATTORNEY SERVICE; SECURITY PROCESS SERVING 12813 Gladiolene Ave, Sylmar, CA 91342. JAMES P SANDS; LESLIE SANDS 12813 Gladiolene Ave, Sylmar, CA 91342. The business is conducted by a Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on: 1/01/1991. Signed: Leslie Sands, Co-Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11586

FICTITIOUS BUSINESS NAME STATEMENT: 2011003005 The following person(s) is/are doing business as: REO THE WORKS; PEST AZZ 7638 Fulton Ave #1, North Hollywood, CA 91605. JAMES CALLAHAN 7638 Fulton Ave #1, North Hollywood, CA 91605. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. Signed: James Callahan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/08/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11587

FICTITIOUS BUSINESS NAME STATEMENT: 2011000465 The following person(s) is/are doing business as: MOVARA SERVICE 501 W. Glenoaks #540, Glendale, CA 91202. ARAM MOVSIYAN 501 W. Glenoaks #540, Glendale, CA 91202. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/05/2011. Signed: Aram Movsiyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11588

FICTITIOUS BUSINESS NAME STATEMENT: 2011445994 The following person(s) is/are doing business as: JAKE STEVENS THE MOVIE 27943 Seco Canyon Rd, Ste #454, Santa Clarita, CA 91350. SEAN DUNSON 27943 Seco Canyon Rd, Ste #454, Santa Clarita, CA 91350. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/24/2011. Signed: Arpine Zarganyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 3/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11589

FICTITIOUS BUSINESS NAME STATEMENT: 2011001015 The following person(s) is/are doing business as: NATIONAL POOLS 15510 Doran St, Sylmar, CA 91342. CARLOS QUIRARTE 15510 Doran St, Sylmar, CA 91342. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/04/2011. Signed: Carlos Quiararte, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11590

FICTITIOUS BUSINESS NAME STATEMENT: 2011000375 The following person(s) is/are doing business as: PURIOLEON OF SANTA CLARITA 9424 Chatsworth, CA 91311. AMEL ELZAROU; MOHAMMAD ELZAROU 9424 Chatsworth Ave, Chatsworth, CA 91311. The business is conducted by a Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/04/2011. Signed: Amel Elzarou, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date.

The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11591

FICTITIOUS BUSINESS NAME STATEMENT: 2011000199 The following person(s) is/are doing business as: LOST PARENTS' LOST CHILDREN 19645 Victory Blvd, Reseda, CA 91335. BENJAMIN GOMEZ 19645 Victory Blvd, Reseda, CA 91335. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/04/2011. Signed: Benjamin Gomez, Founder/Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11592

FICTITIOUS BUSINESS NAME STATEMENT: 2011000218 The following person(s) is/are doing business as: ELI HEALTH CARE 2214 S. Hoover St, Los Angeles, CA 90007. ALI EBNEASHAHIDI 2214 S. Hoover St, Los Angeles, CA 90007. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/21/2011. Signed: Ali Ebneashahidi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 3/21/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11593

FICTITIOUS BUSINESS NAME STATEMENT: 2011000345 The following person(s) is/are doing business as: MOTIS BEAUTY 7416 E. Cuyler Ave, Torrance, CA 91042. ARMEENAK BABURYAN 7416 E. Cuyler Ave #1, Glendale, CA 91204. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/04/2011. Signed: Armeenak Baburyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/04/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11594

FICTITIOUS BUSINESS NAME STATEMENT: 2011000461 The following person(s) is/are doing business as: BEAUTY BROW BAR 2700 Colorado Blvd #208, Los Angeles, CA 90041. RENIA NAZARI 7757 Shadyacre Ave, Burbank, CA 91504. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/05/2011. Signed: Renia Nazari, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11595

FICTITIOUS BUSINESS NAME STATEMENT: 2011000462 The following person(s) is/are doing business as: BLACK DIAMOND LIMO SERVICE 5127 Klump Ave #105, North Hollywood, CA 91601. HARUT BAKALYAN 5127 Klump Ave #105, North Hollywood, CA 91601. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/05/2011. Signed: Harut Bakalyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11596

FICTITIOUS BUSINESS NAME STATEMENT: 2011000460 The following person(s) is/are doing business as: EXPRESS RIDES 7741 Via Napoli, Burbank, CA 91504. SUREN VARDANYAN 7741 Via Napoli, Burbank, CA 91504. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/05/2011. Signed: Suren Vardanyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11597

FICTITIOUS BUSINESS NAME STATEMENT: 2011000466 The following person(s) is/are doing business as: KUSH KORNER III 11623 Sheldon St, Sun Valley, CA 91352. KUSH KORNER III, INC 11623 Sheldon St, Sun Valley, CA 91352. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/05/2011. Signed: Gene Gordon/Kush Korner III Inc, CEO. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11598

FICTITIOUS BUSINESS NAME STATEMENT: 2011000467 The following person(s) is/are doing business as: FARMVILLE BACHEERY 39516 30th St East, Palmdale, CA 93550. PAVEL KARAGELYAN 9455 Herba Rd, Agua Dulce, CA 91390. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 1/10/2010. Signed: Pavel Karagelyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11599

FICTITIOUS BUSINESS NAME STATEMENT: 2011000468 The following person(s) is/are doing business as: PRESERVATION CURE 1201 Pacific Ave Suite 203, Glendale, CA 91202. MANSURYAN ENTERPRISES INC 1201 Pacific Ave Suite 203, Glendale, CA 91202. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 2/20/08. Signed: Vartan Mansuryan/Mansuryan Enterprises Inc, CEO. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11600

FICTITIOUS BUSINESS NAME STATEMENT: 2011000504 The following person(s) is/are doing business as: LAUREN KENDLE EVENT PRODUCTIONS 914 Westwood Blvd #519, Los Angeles, CA 90024. LAUREN KENDLE HANDTMANN 914 Westwood Blvd #519, Los Angeles, CA 90024. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/05/2011. Signed: Lauren Kendle Handtmann, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/05/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 4/14/11, 4/21/11, 4/28/11, 5/5/11601

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FICTITIOUS BUSINESS NAME STATEMENT: 2011000838 The following person(s) is/are doing business as: NOUSHLATE CO. 1889 Alpha Rd #18, Glendale, CA 91208. ARAKHS JOHANNES MANOUCHEHEHRI 1889 Alpha Rd #18, Glendale, CA 91208. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/05/2011. Signed: Araks Johannes Manoucheheri, Owner. This statement is filed with the County

as: CERAMIC DESIGN SERVICES 5451 Laurel Canyon Blvd Ste-102, Valley Village, CA 91607. DANIEL GRAGRA 13900 Vanowen St, Van Nuys, CA 91405. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 5/01/11, 5/11/11 615

FICTITIOUS BUSINESS NAME STATEMENT: 2011001897 The following person(s) is/are doing business as: ALANA DOUBROS JEWELRY 24432 Park Granada, Calabasas, CA 91302. ALANA DOUBROS 24432 Park Granada, Calabasas, CA 91302. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 615

FICTITIOUS BUSINESS NAME STATEMENT: 2011002267 The following person(s) is/are doing business as: CABELLOS BEAUTY SALON 6809 Hazlett Ave, Van Nuys, CA 91406. ROMAL MARTINEZ 1549 Drive #1, North Hollywood, CA 91606. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 614

FICTITIOUS BUSINESS NAME STATEMENT: 2011003083 The following person(s) is/are doing business as: SW Hill COUNTRY 1412 Colorado Blvd, Los Angeles, CA 90004. ROBERTO C. TALAMANTEZ 1608 Hill Drive, Los Angeles, CA 90004. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 615

FICTITIOUS BUSINESS NAME STATEMENT: 2011003334 The following person(s) is/are doing business as: A&A AUTO REPAIR 1115 Alameda Ave #202, Glendale, CA 91201. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 616

FICTITIOUS BUSINESS NAME STATEMENT: 2011002975 The following person(s) is/are doing business as: RED EYE DESIGNER 1166 Rosedale Ave #301, Glendale, CA 91201. DAVID BECERRA 1166 Rosedale Ave #301, Glendale, CA 91201. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 617

FICTITIOUS BUSINESS NAME STATEMENT: 2011002975 The following person(s) is/are doing business as: RED EYE DESIGNER 1166 Rosedale Ave #301, Glendale, CA 91201. DAVID BECERRA 1166 Rosedale Ave #301, Glendale, CA 91201. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 618

FICTITIOUS BUSINESS NAME STATEMENT: 2011003126 The following person(s) is/are doing business as: SC CAL DEVELOPMENTS 12134 Tiara St, Valley Village, CA 91607. AVRAHAM ALKJOBY; MALLI YEHEZKEL 12134 Tiara St, Valley Village, CA 91607. The business is conducted by a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 619

FICTITIOUS BUSINESS NAME STATEMENT: 2011003264 The following person(s) is/are doing business as: HIGH QUALITY VALET PARKING 11908 Ventura Blvd, Studio City, CA 91604. AFSHIN SHIRAYESH 9025 Reseda Blvd, Los Angeles, CA 91325. HOSEIN AMIRI 9025 Reseda Blvd, Los Angeles, CA 91325. The business is conducted by a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 620

FICTITIOUS BUSINESS NAME STATEMENT: 2011003278 The following person(s) is/are doing business as: INFINITE SOURCE PUBLISHING 11565 Riverside Dr #3, North Hollywood, CA 91602. SHAKARA CANNON 11565 Riverside Dr #3, North Hollywood, CA 91602. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/14/11, 4/21/11, 4/28/11, 5/11/11 621

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO: 2011002033 Date Filed: 4/05/2011 Name of Business: SNACKS R HERE 6627 Lindley Ave, Reseda, CA 91335-5512 Registered Owner: BENJAMIN BERMAS; DENCV BERMAS 6627 Lindley Ave, Reseda, CA 91335-5512 Current File #2008628284 FICTITIOUS BUSINESS NAME STATEMENT: 2011002118 Filed: 4/14/11, 4/21/11, 4/28/11, 5/11/11 622 FICTITIOUS BUSINESS NAME STATEMENT: 2011002118 Filed: APR 6, 2011 STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO: 20110116125 DATE FILED: JANUARY 21, 2011 Fictitious Business Name(s): IT'S A CHILDREN'S WORLD, 1655 S. ROBERTSON BLVD, LOS ANGELES, CA 90004 The full name of registrant: PEACE WALD, INC (CALIFORNIA), 4812 ELMWOOD AVE, LOS ANGELES, CA 90004 This business was conducted by: CORPORATION I declare that all the information in this statement is true and correct; (A)registrant who declares true, information which he knows to be true is guilty of a crime. /s/ PEACE WALD, INC BY: PRESIDENT This statement was filed by County Clerk of LOS ANGELES county on 4/6/2011.

FICTITIOUS BUSINESS NAME STATEMENT: 2011003698 The following person(s) is/are doing business as: MAJIA FINEST, 2538 E VAN BUREN ST, CARSON, CA 90810. ADAMMA EPOH, 2538 E VAN BUREN ST CARSON CA 90810 NIDDI DURDHINDRESH, 1208 DENWALL DR CARSON CA 90746. The business is conducted by a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/08/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 20331

FICTITIOUS BUSINESS NAME STATEMENT: 20110042132 The following person(s) is/are doing business as: 066Y DOGGY'S, 4900 W. SLAUSON AVE, LOS ANGELES, CA 90056. N ENTERTAINMENT GROUP INC, 2029 CENTURY PARK EAST 14 FL CENTURY CITY CA 90067. The business is conducted by a Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/12/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 20230

FICTITIOUS BUSINESS NAME STATEMENT: 20110042132 The following person(s) is/are doing business as: VARKIM ENTERPRISES, VARKIM, 2029 CENTURY PARK EAST 14TH FLOOR, CENTURY CITY CA 90067. N ENTERTAINMENT GROUP INC, 2029 CENTURY PARK EAST 14TH FLOOR, CENTURY CITY CA 90067. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/16/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 20230

FICTITIOUS BUSINESS NAME STATEMENT: 20110042132 The following person(s) is/are doing business as: VARKIM ENTERPRISES, VARKIM, 2029 CENTURY PARK EAST 14TH FLOOR, CENTURY CITY CA 90067. N ENTERTAINMENT GROUP INC, 2029 CENTURY PARK EAST 14TH FLOOR, CENTURY CITY CA 90067. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/16/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 20231

FICTITIOUS BUSINESS NAME STATEMENT: 2011042265 The following person(s) is/are doing business as: MEDARDIANOLA LA, 10929 Franklin Ave, El Monte, CA 91733. EL MONTE TRACT, 19009 CRAVAY EL MONTE CA 91733. The business is conducted by an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here on: Signed JIMMY TANG. 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: 3/21/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 20228

FICTITIOUS BUSINESS NAME STATEMENT: 2011042347 The following person(s) is/are doing business as: LOS ALAZARES MEXICAN FOOD, 1039 W. SAN BERNARDINO RD, COVINA, CA 91722. ANA COASTELMU, 13710 GOLI CT VICTORVILLE, CA 92394. The business is conducted by an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here on: Signed ANA COASTELMU. 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: 3/20/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 623

FICTITIOUS BUSINESS NAME STATEMENT: 2011002736 The following person(s) is/are doing business as: ON-TIME TRANSPORTATION, 14635 Tiltus Street, Panorama City, CA 91402. KSS HOLDINGS INC, 14635 Tiltus Street, Panorama City, CA 91402. The business is conducted by a Corporation. Registrant

has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. **NOTICE:** KSS HOLDINGS INC, C.E.O. This statement is filed with the County Clerk of Los Angeles County on: 4/07/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 623

FICTITIOUS BUSINESS NAME STATEMENT: 2011002730 The following person(s) is/are doing business as: HEALTH GUARD MEDICAL SUPPLY, 14635 Tiltus Street, Panorama City, CA 91402. KSS HOLDINGS INC, 150. South Glendale Blvd. Unit 9240, Burbank, CA 91502. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 624

FICTITIOUS BUSINESS NAME STATEMENT: 2011002503 The following person(s) is/are doing business as: LDS LUNCH BOX, 1559 E. 117th Street Los Angeles, CA 90059. LISA DENWINE; LISSER, 1559 E. 117th Street Los Angeles, CA 90059. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/07/2011. **NOTICE:** Lisa D. Jones, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/07/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 625

FICTITIOUS BUSINESS NAME STATEMENT: 2011004571-0 The following person(s) is/are doing business as: 5699 Kanon Road #135 Agoura Hills, CA 91301 LAG INDUSTRIES, INC, 5699 Kanon Road #135 Agoura Hills, CA 91301. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/29/2011. **NOTICE:** Amgon Machinery, Owner. This statement is filed with the County Clerk of Los Angeles County on: 3/29/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 626

FICTITIOUS BUSINESS NAME STATEMENT: 20110430106 The following person(s) is/are doing business as: OSHANA ESCROW, A NON INDEPENDENT BORROW ERSKOR, 16219 Dickens Street Encino, CA 91436. OSHANA REAL ESTATE AND ESCROW, INC, 17912 River Circle #4 The business is conducted by a CORPORATION. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/12/2011. **NOTICE:** Oshana Escrow, Owner. This statement is filed with the County Clerk of Los Angeles County on: 3/22/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 627

FICTITIOUS BUSINESS NAME STATEMENT: 2011002730 The following person(s) is/are doing business as: HOPE RILEY MUSIC 8033 W Sunset Blvd Street 977 West Hollywood, CA 90066. GREEN ENTER- TAINMENT, LLC, 8033 W. Sunset Blvd Street 977 West Hollywood, CA 90064. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/11/2011. **NOTICE:** Hope Riley-Meyn, Managing Member. This statement is filed with the County Clerk of Los Angeles County on: 3/11/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 628

FICTITIOUS BUSINESS NAME STATEMENT: 2011006843 The following person(s) is/are doing business as: LBH REALTORS, 5492 Centinella Los Angeles, CA 90045. LUCILLE B HOAT, 5492 Centinella Los Angeles, CA 90045. The business is conducted by Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/14/2011. **NOTICE:** Lucille B Hoat, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/14/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 629

FICTITIOUS BUSINESS NAME STATEMENT: 2011004391 The following person(s) is/are doing business as: DENAMTOW CONSULTANCY 3431 Isabel Drive Los Angeles, CA 90065. PEARLE PASCO PORTUGAL, 3431 Isabel Drive Los Angeles, CA 90065. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/11/2011. **NOTICE:** Pearlie Pasco Portugal, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/11/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 630

FICTITIOUS BUSINESS NAME STATEMENT: 20110487927 The following person(s) is/are doing business as: ISLAND FIRE AND ANTIO, 2501 Pico Blvd #731 Santa Monica, CA 90405. GREGORY AGANOWSKI, KL2501 Pico Blvd #731 Santa Monica, CA 90405. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/01/2011. **NOTICE:** Greg Aganowski, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/01/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 631

FICTITIOUS BUSINESS NAME STATEMENT: 2011007552 The following person(s) is/are doing business as: MEDUETRASCUND, 2985 Roscomare Road Los Angeles CA, 90077. MARK PRAVIN, 2985 Roscomare Road Los Angeles CA, 90077. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/14/2011. **NOTICE:** Mark Pravin, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/14/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 632

FICTITIOUS BUSINESS NAME STATEMENT: 2011003938 The following person(s) is/are doing business as: SUCCESS BLVD ENTERTAINMENT 10970 Ashton Blvd #101 Los Angeles, CA 90024. SUCCESS BLVD 10970 Ashton Blvd #101 Los Angeles, CA 90024. JOHN N. LANA, GIBSON HOJOPROX 10970 Ashton Blvd, Los Angeles, CA 90024. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/30/2006. **NOTICE:** Jose Manuel Ochoa Bojorquez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/15/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 633

FICTITIOUS BUSINESS NAME STATEMENT: 2011000870 The following person(s) is/are doing business as: 12TH AVE EXPRESS 2850 S. Norton Ave. Los Angeles, CA 90018. TRACY BALLOU 2850 S. Norton Ave. Los Angeles, CA 90018. BRIAN BASKETT 2850 S. Norton Ave. Los Angeles, CA 90018. The business is conducted by a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/12/2011. **NOTICE:** N/A. Signed: Tracy Ballou, Brian Baskett, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/12/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 634

FICTITIOUS BUSINESS NAME STATEMENT: 2011009118 The following person(s) is/are doing business as: MIKE'S SMOG 10435 Greenhaz RD Hawthorne, CA 90250. MICHAEL LANA GIBSON 10417 S. Broadway Ave Los Angeles, CA 90009. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 3/25/2006. **NOTICE:** Michael L. Gibson, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/15/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 635

FICTITIOUS BUSINESS NAME STATEMENT: 2011008905 The following person(s) is/are doing business as: C. FACIO ARCHITECTS 854 18th Street #14 Santa Monica, CA 90403. CRISTINA FACIO 854 18th Street #14 Santa Monica, CA 90403. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/11/11. **NOTICE:** Cristina Facio, Principal. This statement is filed with the County Clerk of Los Angeles County on: 4/15/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 636

FICTITIOUS BUSINESS NAME STATEMENT: 2011003882 The following person(s) is/are doing business as: HOVEKIAN DENTAL STUDIO 1319 E. Harvard St #202 Glendale, CA 91205. ARMEN HOVEKIAN 1319 E. Harvard St #202 Glendale, CA 91205. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Armen Hovekian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/11/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 637

FICTITIOUS BUSINESS NAME STATEMENT: 20110041143 The following person(s) is/are doing business as: LIVING WATERS POOL SERVICE 14545 Maytal St, Mission Hills, CA 91345. JACOB JAMES ROMERO 14545 Maytal St, Mission Hills, CA 91345. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Armen Hovekian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/15/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 638

FICTITIOUS BUSINESS NAME STATEMENT: 20110010419 The following person(s) is/are doing business as: ARIOS'S PIZZA ITALIAN FOOD 15333 Sherman Way #W Van Nuys, CA 91405. MAGED YAWAKINM 12527 Hesby St, Valley Village, CA 91607. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/11/11. **NOTICE:** Maged Yawakim, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/11/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 639

FICTITIOUS BUSINESS NAME STATEMENT: 2011004172 The following person(s) is/are doing business as: SDC CAL REAL ESTATE 25101 The Old Ranch Santa Clara, CA 95050. ING AND FINANCE, INC 25101 The Old Ranch Santa Clara, CA 91381. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Sean Darynn, President. This statement is filed with the County Clerk of Los Angeles County on: 4/15/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 640

FICTITIOUS BUSINESS NAME STATEMENT: 2011004904 The following person(s) is/are doing business as: SILVER COUD ENTERPRISES 264 S. La Cienga Blvd #11 Beverly Hills, CA 90211. ALEXANDER HANZAN 1140 S. Rexford Drive Los Angeles, CA 90005. ALON SHOHAI 737 N. McCadden Place Los Angeles, CA 90005. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Alfred Shohai, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/12/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 641

FICTITIOUS BUSINESS NAME STATEMENT: 201104954 The following person(s) is/are doing business as: PIERRE'S EUROCAR MOTORING 9155 Kester Ave Van Nuys, CA 91411. JAVIER A.ZUBIRAN 13466 Terra

Bella St #15 Paocoma, CA 91331. The business is conducted by an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Javier A. Zubiran, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/12/2011. **NOTICE:** This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/21/11, 4/28/11, 5/11/11, 5/21/11 642

FICTITIOUS BUSINESS NAME STATEMENT: 2011005132 The following person(s) is/are doing business as: SWEET BEAUTY SALON 18128 Parkieria St, Northridge, CA 9

FICTITIOUS BUSINESS NAME STATEMENT: 2011008108 the following person(s) is/are doing business as: NEW BALANCE HEATING AND AIR CONDITIONING 6943 Greenbush Avenue, Arleta, CA 91331. BNP-FANICO CONTRERAS, MARTHA CONTRERAS 8943 Greenbush Avenue, Arleta, CA 91331. The business is conducted by: Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Eplifanio Contreras, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/15/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 690

FICTITIOUS BUSINESS NAME STATEMENT: 2011014255 the following person(s) is/are doing business as: TRICOLOR PROCESSING 27800 Via Amistosa, Agoura Hills, CA 91301; P.O. Box 335, Woodland Hills, CA 91365; GUSTAVO CHANNESSIAN 27800 Via Amistosa, Agoura Hills, CA 91301. The business is conducted must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 672

FICTITIOUS BUSINESS NAME STATEMENT: 2011013179 the following person(s) is/are doing business as: QUEST ENTERTAINMENT 1911 Selby Avenue #3, Westwood, CA 90025. BRIAN WILSON 1911 Selby Avenue #3, Westwood, CA 90025. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Brian Wilson, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/21/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 673

FICTITIOUS BUSINESS NAME STATEMENT: 2011010929 the following person(s) is/are doing business as: UPHURU TRUCKING 13627 Sherman Way #221, Van Nuys, CA 91405-2638. ARMAN KARAPETYAN 13627 Sherman Way #221, Van Nuys, CA 91405. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Arman Karapetyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 675

FICTITIOUS BUSINESS NAME STATEMENT: 2011009530 the following person(s) is/are doing business as: GOLDEN STAR TRANSPORTATION 1151 Justin Avenue #7, Glendale, CA 91201. EDIK HAYRAPETYAN 1151 Justin Avenue #7, Glendale, CA 91201. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Edik Hayrapetyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 676

FICTITIOUS BUSINESS NAME STATEMENT: 2011010111 the following person(s) is/are doing business as: DIMMAR LOGISTICS 501 W Glenside Blvd #540, Glendale, CA 91202. YERAND KESHISHYAN 501 W Glenside Blvd #540, Glendale, CA 91202. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Yervand Keshishyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 677

FICTITIOUS BUSINESS NAME STATEMENT: 2011009793 the following person(s) is/are doing business as: G.V.A. ENTERPRISE 8032 Gentry Avenue, North Hollywood, CA 91605. GRIGOR ABRAMYAN 8032 Gentry Avenue, North Hollywood, CA 91605. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Grigory A. Abramyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 678

FICTITIOUS BUSINESS NAME STATEMENT: 2011009794 the following person(s) is/are doing business as: LAW OFFICE OF ADLER V. CLARAMBEAU 695 S. Vermont Avenue #1100, Los Angeles, CA 90005. ADLER V. CLARAMBEAU 695 Vermont Avenue #1100, Los Angeles, CA 90005. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Adler V. Clarambeau, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 679

FICTITIOUS BUSINESS NAME STATEMENT: 2011009795 the following person(s) is/are doing business as: MNO TRUCKING 11965 Ratner Street, North Hollywood, CA 91605. IRINA KHACHATRYAN 11965 Ratner Street, North Hollywood, CA 91605. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Irina Khachatryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 680

FICTITIOUS BUSINESS NAME STATEMENT: 2011009797 the following person(s) is/are doing business as: SPECIALIZED LANDSCAPE MANAGEMENT SERVICES, INC. 6630A Santa Susana Pass Road, Simi Valley, CA 93063. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 1/19/2006. Signed: Wendy Hahn, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/20/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 681

FICTITIOUS BUSINESS NAME STATEMENT: 2011010156 the following person(s) is/are doing business as: GIPSEY TREASURES 22644 Oxnard Street, Woodland Hills, CA 91367. THERESA MORRIS 22644 Oxnard Street, Woodland Hills, CA 91367. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Theresa M. Morris, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 682

FICTITIOUS BUSINESS NAME STATEMENT: 2011010337 the following person(s) is/are doing business as: KNOCTURNAL 10325 Commerce Avenue #11, Tujunga, CA 91042. SEAN B. DARE 10325 Commerce Avenue #11, Tujunga, CA 91042. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Sean Dare, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/20/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 683

FICTITIOUS BUSINESS NAME STATEMENT: 2011010343 the following person(s) is/are doing business as: VALLEYS BEST UPHOLSTERY 12430 Old San Fernando Road Unit 1, Sylmar, CA 91342. JORGE LEON 12430 Old San Fernando Road Unit 1, Sylmar, CA 91342. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Jorge Leon, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 684

FICTITIOUS BUSINESS NAME STATEMENT: 2011010358 the following person(s) is/are doing business as: 24-7 QUALITY HOSPICE CARE 2659 Tomsgate Road #210, Westlake, CA 91361. ELSHAD A. TAKHI-ROU 18240 Friar Street, Tarzana, CA 91335. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Elshad Takhi-Rou, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/19/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 685

FICTITIOUS BUSINESS NAME STATEMENT: 2011010706 the following person(s) is/are doing business as: AE-ELECTRIC AND PLUMBING 344 Vine Street #5, Glendale, CA 91204. CHUKES TERRYHAN 344 Vine Street #5, Glendale, CA 91204. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Chukes Terryhan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/19/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 686

FICTITIOUS BUSINESS NAME STATEMENT: 2011010989 the following person(s) is/are doing business as: ARMEN TRAINING 327-339 East 58th Street, Los Angeles, CA 90011. JACOB CLOTHING COMPANY INC. 830 East 61st Street, Los Angeles, CA 90001. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Richard Doyan, President. This statement is filed with the County Clerk of Los Angeles County on: 4/19/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 687

FICTITIOUS BUSINESS NAME STATEMENT: 2011011089 the following person(s) is/are doing business as: DIMENSION RECORDING STUDIO; DIMENSION PRODUCTION 4942 Vineland Ave. #218, N. Hollywood, CA 91601. JACQUIRYAN 15502 Sherman Street, Van Nuys, CA 91416. KARAPETYAN ARMAN 15502 Sherman Street, Van Nuys, CA 91405. The business is conducted by: Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Arhur Akopjyan, Partner. This statement is filed with the County Clerk of Los Angeles County on: 4/19/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 688

FICTITIOUS BUSINESS NAME STATEMENT: 2011013743 the following person(s) is/are doing business as: VISUAL IMPROVEMENTS PAINTING AND DECORATING 4062 Yankee Drive, Agoura Hills, CA 91301. MITCHELL GURULE 4062 Yankee Drive, Agoura Hills, CA 91301. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Mitchell Gurule, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 689

FICTITIOUS BUSINESS NAME STATEMENT: 2011042411 the following person(s) is/are doing business as: RODRIGUEZ JR BODY SHOP 7140 Remick, Canoga Park, CA 91303. ISMAEL RODRIGUEZ-RAMOS 8926 Burnet Ave #115, North Hills, CA 91343. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Ismael Rodriguez-Ramos, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 690

FICTITIOUS BUSINESS NAME STATEMENT: 2011048575 the following person(s) is/are doing business as: NEIGHBORHOOD MARKET; 4300 GRIFFIN AVE. LOS ANGELES, CA 90031. KIM CHUNG LAM, 2024 IRVING BLVD, LOS ANGELES, CA 90002. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 3/20/2011. Signed: KIM CHUNG LAM. The registrant(s) declared that all information in the statement is true and correct. This statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a 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: 4/28/2011, 5/5/2011, 5/12/2011, 5/19/2011 20318

FICTITIOUS BUSINESS NAME STATEMENT: 2011048575 the following person(s) is/are doing business

as: LEON KAMARA RESTAURANT, 709 N. HILL ST. # 14, LOS ANGELES, CA 90012. KHIEH CHHION, 5908 LEMAY AVE LOS ANGELES CA 90005. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 3/30/2011. Signed: KHIEH CHHION. The registrant(s) declared that all information in the statement is true and correct. This statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 691

FICTITIOUS BUSINESS NAME STATEMENT: 2011014394 the following person(s) is/are doing business as: SJ-TEC AND 4321 Colfax Avenue #27, Studio City, CA 91604. KOHAB JADIDIAN, 4321 Colfax Avenue #27, Studio City, CA 91604. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Kohrab Jadidian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 692

FICTITIOUS BUSINESS NAME STATEMENT: 2011010301 the following person(s) is/are doing business as: SLK TEC 22554 Califa Street, Woodland Hills, CA 91367. SUKHEMET SINGH RATHORE;LOVISH SINGH BEDI 7311 Canby Avenue #22, Reseda, CA 91335; NADEEM KHAN 22554 Califa Street, Woodland Hills, CA 91367. The business is conducted by: Copartners. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Naideem Khan, President. This statement is filed with the County Clerk of Los Angeles County on: 4/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 693

FICTITIOUS BUSINESS NAME STATEMENT: 2011009898 the following person(s) is/are doing business as: VEXPRESS 8363 Reseda Blvd Unit 10, Northridge, CA 91324. LANG CAO 6530 Independence Avenue #101, Canoga Park, CA 91303. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Lang Cao, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/18/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 694

FICTITIOUS BUSINESS NAME STATEMENT: 2011009659 the following person(s) is/are doing business as: SO FINA AIR SYSTEMS 250 W. Stocker Street #202, Glendale, CA 91202. PATRICK MATHEVOSIAN 250 W. Stocker Street #202, Glendale, CA 91202. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Patrick Mathevosian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/19/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 695

FICTITIOUS BUSINESS NAME STATEMENT: 2011014353 the following person(s) is/are doing business as: RAVEN'S REVENGE CANDY 612 S. Tamarrack Drive, Fullerton, CA 92832; 12405 Vineyard #341, Los Angeles, CA 90046. ALEXANDER S. TAMARRACK DRIVE, Fullerton, CA 92832. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Alexandra D. West, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 696

FICTITIOUS BUSINESS NAME STATEMENT: 2011011128 the following person(s) is/are doing business as: THE CHURCHILL 8384 3rd Street, Los Angeles, CA 90048. 8384 GROUP LLC 8384 3rd Street, Los Angeles, CA 90048. The business is conducted by: a Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/19/2011. Signed: 8384 Group LLC/Brent Cranston, President. This statement is filed with the County Clerk of Los Angeles County on: 4/19/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 696

FICTITIOUS BUSINESS NAME STATEMENT: 2011010929 the following person(s) is/are doing business as: VEXPRESS 8363 Reseda Blvd Unit 10, Northridge, CA 91324. LANG CAO 6530 Independence Avenue #101, Canoga Park, CA 91303. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Naideem Khan, President. This statement is filed with the County Clerk of Los Angeles County on: 4/19/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 4/28/11, 5/5/11, 5/12/11, 5/19/11 697

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No: 2011011028
Date Filed: 4/19/2011
Name of Business: SHOES UNLIMITED 10332 Morrison Street #117, North Hollywood, CA 91601
Registered Owner: SERGEI YODNEN 10332 Morrison Street #117, North Hollywood, CA 91601; EUGENE ANTONOV 6266 Formosa Hills Cr #206, Woodland Hills, CA 91364
Current File No: 2010052278
Date: 4/16/2010
Published: 4/28/11, 5/5/11, 5/12/11, 5/19/11

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No: 2011010772
Date Filed: 4/19/2011
Name of Business: RASPADOS Y CHURROS FRUTAL, INC. 20849 Sherman Way, Canoga Park, CA 91306
Registered Owner: RASPADOS Y CHURROS FRUTAL, INC. 20849 Sherman Way, Canoga Park, CA 91306
Current File #20071102615
Date: 4/16/2010
Published: 4/28/11, 5/5/11, 5/12/11, 5/19/11

STATEMENT OF WITHDRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS NAME
File No: 20090744254
Date Filed: 5/20/09
Name of Business: BOTANICA GITANA 1656 San Fernando Mission Blvd #6, Granada Hills, CA 91344
Registered Owner: MONICA GARCIA 10857 Collett Ave, Granada Hills, CA 91344
Current File No: 2010100498
Date Filed: 4/11/2011

Abdul Karim Karim
6029 -1/23-2009
Reseda, CA 91335
Case Number: L5021335
File Date: March 30, 2011
Proposed Name: MUKHIL H. KARIM 415 W. Alameda Avenue #504, Burbank, CA 91506. VAAHE (AKA MICHAEL) IBRAHIM 415 W. Alameda Avenue #504, Burbank, CA 91506. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/25/11. Signed: Vahe (aka Michael) Mikhal, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 707

FICTITIOUS BUSINESS NAME STATEMENT: 2011015392 the following person(s) is/are doing business as: RAUXIDT RELIEF 7726 Geyser Avenue, Reseda, CA 91335. BLANCA C. MONTERROZA 7726 Geyser Avenue, Reseda, CA 91335; LINDA DIBENEDETTO 15427 Park Point Avenue #102, Lake Elsinore, CA 92532. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/25/11. Signed: Blanca C. Monterroza, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 708

FICTITIOUS BUSINESS NAME STATEMENT: 2011015393 the following person(s) is/are doing business as: RAUXIDT RELIEF 7726 Geyser Avenue, Reseda, CA 91335. BLANCA C. MONTERROZA 7726 Geyser Avenue, Reseda, CA 91335; LINDA DIBENEDETTO 15427 Park Point Avenue #102, Lake Elsinore, CA 92532. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/25/11. Signed: Blanca C. Monterroza, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 709

FICTITIOUS BUSINESS NAME STATEMENT: 2011015563 the following person(s) is/are doing business as: CKS HOME SOLUTIONS 4924 Balboa Blvd #137, Encino, CA 91436. CLEOPHUS COLLINS 4924 Balboa Blvd #137, Encino, CA 91436. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/25/11. Signed: Cleophus Collins, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 710

FICTITIOUS BUSINESS NAME STATEMENT: 2011015568 the following person(s) is/are doing business as: BOISHARIP MEELA 519 S. New Hampshire Avenue #101, Los Angeles, CA 90020; ABUL IBRAHIM, SAN-TAN 2625 North Hollywood Blvd #101, Los Angeles, CA 90028. The business is conducted by: an Unincorporated Association other than a Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 2004. Signed: Abul Ibrahim, Partner. This statement is filed with the County Clerk of Los Angeles County on: 4/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 711

FICTITIOUS BUSINESS NAME STATEMENT: 2011015569 the following person(s) is/are doing business as: A HAIR LOUNGE 3115 Foottill Blvd. #M101, La Crescenta, CA 91214. ALAN GARBIAN 3115 Foottill Blvd. #M101, La Crescenta, CA 91214. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/25/11. Signed: Alan Garblian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 712

FICTITIOUS BUSINESS NAME STATEMENT: 2011015487 the following person(s) is/are doing business as: LEFT RIGHT SEVEN PRODUCTIONS; LRY PRODUCTIONS 6461 Gavita Avenue, Van Nuys, CA 91411. BOB WILSON 2800 Van Nuys Blvd #202, Van Nuys, CA 91411. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/25/11. Signed: Craig Welzbacher, Co-owner. This statement is filed with the County Clerk of Los Angeles County on: 4/25/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 713

istrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Amy Grice, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 734

FICTITIOUS BUSINESS NAME STATEMENT: 2011018582 The following person(s) is/are doing business as: MONUMENT CONSULTING, IBC NET 714 N. La Brea Avenue #230, Los Angeles, CA 90008. MICHAEL M. VAKNIN 6615 W. Olympic Blvd., Los Angeles, CA 90004. The business is conducted by an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Michael M. Vakin, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 735

FICTITIOUS BUSINESS NAME STATEMENT: 2011018436 The following person(s) is/are doing business as: LIVING LIFE HOME 1455 W. 112th Street, Los Angeles, CA 90047. INFINITY RESIDENTIAL CARE, INC. 1455 W. 112th Street, Los Angeles, CA 90047. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Brenda L. Chandler, CEO. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 736

FICTITIOUS BUSINESS NAME STATEMENT: 2011018253 The following person(s) is/are doing business as: TEMPLE BAGS 929 E. 2nd Street #206, Los Angeles, CA 90012. MCMANUS STUDIOS LLC 929 E. 2nd Street #206, Los Angeles, CA 90012. The business is conducted by a Limited Liability Company. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/2011. Signed: Edwin R. McManus, President. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 737

FICTITIOUS BUSINESS NAME STATEMENT: 2011018253 The following person(s) is/are doing business as: LITOPA TEA 11251 Morrison Street #101, North Hollywood, CA 91601. TYRA COLLAR 11251 Morrison Avenue, Los Angeles, CA 90004. The business is conducted by an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Marijah McManus, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 738

FICTITIOUS BUSINESS NAME STATEMENT: 2011018289 The following person(s) is/are doing business as: HORIZON ASSET MANAGEMENT INC.; ROYAL DECOR FURNISHINGS 7106 Foothills Blvd., Tujunga, CA 91042. HORIZON ASSET MANAGEMENT INC. 7106 Foothills Blvd., Tujunga, CA 91042. The business is conducted by a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Gerard Tsatsuryan, President. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 739

FICTITIOUS BUSINESS NAME STATEMENT: 2011018304 The following person(s) is/are doing business as: LYTOPA TEA 11251 Morrison Street #101, North Hollywood, CA 91601. TYRA COLLAR 11251 Morrison Street #101, North Hollywood, CA 91601. The business is conducted by an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Tyra Colar, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 740

FICTITIOUS BUSINESS NAME STATEMENT: 2011018304 The following person(s) is/are doing business as: MAGALY BEAUTY AND SUPPLY 24355 1/2 Main Street, Newhall, CA 91321. ROGELIA ROSIL LOPEZ 23602 Magic Mountain Pkwy #204, Valencia, CA 91355. The business is conducted by an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/28/11. Signed: Rogelia Rosil Lopez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 741

FICTITIOUS BUSINESS NAME STATEMENT: 2011018282 The following person(s) is/are doing business as: L AND D CABINETRY 11537 Norris Avenue, San Fernando, CA 91340. DAMME RAMIREZ 11537 Norris Avenue, San Fernando, CA 91340. The business is conducted by an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 10/24/05. Signed: Damme Ramirez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 742

FICTITIOUS BUSINESS NAME STATEMENT: 2011017244 The following person(s) is/are doing business as: J AND B STUDIO FLOURESCENTS 15858 Hart Street, Lake Balboa, CA 91406. JASON SALINAS 15858 Hart Street, Lake Balboa, CA 91406; WILLIAM T GUNN 25040 Woolsey Cyn., West Hills, CA 91304. The business is conducted by a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/27/11. Signed: William T. Gunn, Partner. This statement is filed with the County Clerk of Los Angeles County on: 4/27/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 743

FICTITIOUS BUSINESS NAME STATEMENT: 2011017275 The following person(s) is/are doing business as: PHOENIX PROPERTIES AND DESIGN 11453 N. Poema Placa #103, Chatsworth, CA 91311. The business is conducted by an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 4/27/11. Signed: Christina Renee Veloz, Owner. This statement is filed with the County Clerk of Los Angeles County on: 4/27/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 5/5/11, 5/12/11, 5/19/11, 5/26/11 744

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 20110308930
Date Filed: 2/29/2011
Name of Business: ALPHATECH 1535 N. Las Palmas Avenue #18, Los Angeles, CA 90028
Registered Owner: INNA BRINSFIELD 1535 N. Las Palmas Avenue #18, Los Angeles, CA 90028
Current File #2001494245
Date: 5/07/2007
Published: 5/5/11, 5/12/11, 5/19/11, 5/26/11

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2011018273
Date Filed: 4/28/2011
Name of Business: ANGELS BEAUTY SALON 24355 1/2 Main Street, Newhall, CA 91321
Registered Owner: MONICA MARAVELES 18056 W. Annes Cir. #103, Santa Clarita, CA 91387
Current File #2009-1413814
Date: 9/16/2009
Published: 5/5/11, 5/12/11, 5/19/11, 5/26/11

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2011019537
Date Filed: 4/28/2011
Name of Business: CAFÉ BOLIVAR 1741 Ocean Park Blvd., Santa Monica, CA 90405
Registered Owner: NORINE SAKAI; JOSE H. CARVAJAL 2469 S. Robertson Blvd. #105, Los Angeles, CA 90034
Current File #96 182477
Date: 8/16/09
Published: 5/5/11, 5/12/11, 5/19/11, 5/26/11

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2011018355
Date Filed: 4/26/2011
Name of Business: ACE OF HEARTS ENTERPRISES 4622 Townsend Avenue, Los Angeles, CA 90041
Registered Owner: ARIEL S. PAGTAKHAN; CRAIG R. MATHIS 4622 Townsend Avenue, Los Angeles, CA 90041
Current File #201000781
Date: 1/05/2010
Published: 5/5/11, 5/12/11, 5/19/11, 5/26/11

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File No. 2011018169
Date Filed: 4/28/2011
Name of Business: INPCRECOVERY 14925 Magnolia Avenue #174, Sherman Oaks, CA 91403
Registered Owner: CAROLAN PRISGLIONE 14925 Magnolia Avenue #174, Sherman Oaks, CA 91403
Current File #2008-2073370
Date: 11/24/08
Published: 5/5/11, 5/12/11, 5/19/11, 5/26/11

STATEMENT OF WITHDRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS NAME
File No. 2011018781
Date Filed: 4/28/11
Name of Business: R & B BROTHERS IN CHRIST 12107 El Dorado Avenue #11, Sylmar, CA 91342
Registered Owner: ROBERTO RAFAEL MELGAR DE LA ROSA 12107 El Dorado Avenue #11, Sylmar, CA 91342
Current File # 20110278454
Date Filed: 2/22/2011

FICTITIOUS BUSINESS NAME STATEMENT: 20111003869 The following person(s) is/are doing business as: THE SELF HELP LEGAL INFORMATION NETWORK, SELF HELP LEGAL, 14909 CRENSHAW BLVD # 206, GARDENA, CA 90249. RENITA BYRD, 14909 CRENSHAW BLVD # 206 GARDENA, CA 90249. The business is conducted by an individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 1/1/2005. Signed RENITA BYRD. 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: 4/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 5/5/2011, 5/12/2011, 5/19/2011, 5/26/2011 20383

FICTITIOUS BUSINESS NAME STATEMENT: 20111004181 The following person(s) is/are doing business as: ANA'S TRANSPORTATION CARE, 10871 SAMPSON AVE, LYNNWOOD, CA 90262. CARLOS DIAZ IBARRA, 10871 SAMPSON AVE LYNNWOOD CA 90262. 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 CARLOS DIAZ IBARRA. 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: 4/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 5/5/2011, 5/12/2011, 5/19/2011, 5/26/2011 20384

FICTITIOUS BUSINESS NAME STATEMENT: 20111004589 The following person(s) is/are doing business as: LUKER TALK CREATIONS, 7446 3RD ST, DOWNEY, CA 90241. LUIS H GUTIERREZ, 7446 3RD ST DOWNEY CA 90241. 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 LUIS H 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: 4/11/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 5/5/2011, 5/12/2011, 5/19/2011, 5/26/2011 20388

FICTITIOUS BUSINESS NAME STATEMENT: 20111005057 The following person(s) is/are doing business as: PAUL POWER GATE, 11104 RUSH ST # 4, SOUTH E. MONTE, CA 91733. PAO LIN CHANG, 2654 BRIGHTON ST ROSELIMA CA 91770. The statement must filed by an individual. The registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed PAO LIN CHANG. 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: 4/12/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 5/5/2011, 5/12/2011, 5/19/2011, 5/26/2011 20386

FICTITIOUS BUSINESS NAME STATEMENT: 20111005192 The following person(s) is/are doing business as: BICYCLE CASINO BOOK, COMMERCE CASINO BOOK, CMA BOOK, CPSUSLO BOOK, CSPARENT BOOK, CSUB BOOK, CSUBOO, CSUCO BOOK, CSUCI BOOK, CSUDH BOOK, CSUEB BOOK, CSUF BOOK, CSUFRESH BOOK, CSULA BOOK, CSULB BOOK, CSUMB BOOK, CSUN BOOK, CSUBO BOOK, CSUBS BOOK, CSUSI BOOK, CSUSIM BOOK, CSUSTAN BOOK, GLENDALE BOOK, HSU BOOK, IAFABRICATE, IMADE SHOP, MANUFACTURED, ITSITEBOOKS, LOS FELIZ BOOK, MORONGO CASINO BOOK, NORTH HOLLYWOOD BOOK, NORTHRIEAGE BOOK, SAN MANUEL CASINO BOOK, SANTA MONICA BOOK, DSU BOOK, SFSU BOOK, SILVERLAKE BOOK, SOCIAL UVERSE BOOK, SSU BOOK, THE BEVERLY HILLS BOOK, THE BURBANK BOOK, THE EURO BOOK, THE HOLLYWOOD BOOK, THE LITTLE ARMENIA BOOK, THE LV BOOK, THE MANHATTAN BOOK, THE PASADENA BOOK, THE TOWN BOOKS, THE US BOOKS, THE VIP BOOKS, 1955 N. VERMONT AVE, LOS ANGELES, CA 90027. ARAM A ARUTYUNYAN, 1955 N. VERMONT AVE LOS ANGELES CA 90027. 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 ARAM A. ARUTYUNYAN. 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: 4/12/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 5/5/2011, 5/12/2011, 5/19/2011, 5/26/2011 20470

FILE NO. 2011 013814
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FAITHFUL FINANCIAL REALTY, 3450 WILSHIRE BLVD, STE 310, LOS ANGELES, CA 90010 county of: LOS ANGELES. The full name of registrant(s) is/are: VEN & CO INCORPORATED, (CALIFORNIA), 3450 WILSHIRE BLVD, STE 310, LOS ANGELES, CA 90010. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ VEN & CO INCORPORATED BY: ALMA ROSE ARENCIBA, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on APR 22 2011 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA158864 BH WEEKLY 4/28, 5/5, 12, 19, 2011

NOTICE OF TRUSTEE'S SALE Trustee Sale No. : 20110015000249 Title Order No.: 110021851 FHA/VA/PMI No.: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 05/25/2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. NDEX WEST, LLC, as duly appointed Trustee under and pursuant to Deed of Trust Recorded on 06/01/2007 as Instrument No. 20071330340 of official records in the office of the County Recorder of LOS ANGELES County, State of CALIFORNIA. EXECUTED BY: ALI FORGHANI AND FAHIMEH A NIKROH, WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK/CASH EQUIVALENT or other form of payment authorized by 2924h(b), (payable at time of sale in lawful money of the United States). DATE OF SALE: 05/11/2011 TIME OF SALE: 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. STREET ADDRESS and other common designation, if any, of the real property described above is purported to be: 2885 ROYSTON PL, BEVERLY HILLS, CALIFORNIA 90210 APN#: 4382-002-026 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust, with interest thereon, as provided in said note(s), advances, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$2,003,432.47. 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. FOR TRUSTEE SALE INFORMATION PLEASE CALL: AGENCY SALES & POSTING 3210 EL CAMINO REAL, SUITE 200 IRVINE, CA 92602 714-730-2727 www.Ipsasap.com NDEX West, L.L.C. MAY BE ACTING AS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. NDEX West, L.L.C. as Trustee Dated: 04/13/2011 ASAP# 3960335 04/21/2011, 04/28/2011, 05/05/2011

est bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): GLENN NEIL LEDESMA, A SINGLE MAN Recorded: 6/26/2007 as Instrument No. 20071527179 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 5/16/2011 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$4,048,923.32 The purported property address is: 602 NORHT ROXBURY DR BEVERLY HILLS, CA 90210 Assessor's Parcel No. 4345-022-024 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to JPMorgan Chase Bank, N.A. 7301 Baymeadows Way Jacksonville FL 32256 Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [1] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [2] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: -- Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-730-2727 or Login to: www.fidelitytasap.com Reinstatement Line: 619-645-7711 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3969540 04/21/2011, 04/28/2011, 05/05/2011

Creditor's Attorney
JONATHAN M. DEER
TURNER, AUBERT & FRIEDMAN, LLP
8383 WILSHIRE BLVD. STE 510
BEVERLY HILLS, CA 90211

Dated: 04/14/11
Branch: Los Angeles
LEROY D. BACA, Sheriff
By: TIFFANY GARRARD, Deputy
Operator ID: 279154

Para obtener esta informacion-traduccion en Espanol llame a este numero: (213) 974-6613
NOTE: IT IS A MISDEMEANOR TO TAKE DOWN OR DEFACE A POSTED NOTICE BEFORE THE DATE OF SALE. (Penal Code section 616)

NOTICE OF TRUSTEE'S SALE T.S. No GM-274584-C Loan No 0359225534 Insurer No. 1103460865 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 08/05/2005. 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. The sale will be made; but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to satisfy the obligation secured by said Deed of Trust. The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. TRUSTOR: ROMAN MATATOV, A MARRIED MAN, AS HIS SOLE AND SEPARATE PROPERTY Recorded 08/11/2005 as Instrument No. 051919360 in Book XX, page XX of Official Records in the office of the Recorder of Los Angeles County, California, Date of Sale: 05/23/2011 at 10:30 A.M. Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Property Address is purported to be: 423 SOUTH REXFORD DRIVE BEVERLY HILLS, CA 90212-0000 APN#: 4330-033-041 The total amount secured by said instrument as of the time of initial publication of this notice is \$337,617.46, which includes the total amount of the unpaid balance (including accrued and unpaid interest) and reasonable estimated costs, expenses, and advances at the time of initial publication of this notice. Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [1] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [2] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or 2923.55. Date: 04/26/2011 EXECUTIVE TRUSTEE SERVICES, INC 2255 North Ontario Street, Suite 400 Burbank, CA 91504-3120 Sale Line: 714-730-2727 Digna Del Fonso, TRUSTEE SALE OFFICER ASAP# 3969210 04/28/2011, 05/05/2011, 05/12/2011

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 448071CA Loan No. 0649373198 Title Order No. 721619 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 01-20-2004. 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 PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 05-26-2011 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 01-30-2004, Book NA, Page NA, Instrument 04 0217588, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: BJAN NAIM AND ILANA NAIM, HUSBAND AND WIFE, 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 12 OF TRACT NO. 22694 IN THE CITY OF BEVERLY HILLS AS PER MAP RECORDED IN BOOK 595, PAGES 99 AND 100 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF LOS ANGELES COUNTY, CALIFORNIA. Amount of unpaid balance and other charges: \$1,392,615.63 (estimated) Street address and other common designation of the real property: 1075 WALLACE RIDGE BEVERLY HILLS, CA 90210 APN Number: 4391-025-030 The undersigned Trustee disclaims any liability for any incorrectness of

NOTICE OF SHERIFF'S SALE
BENDHEIM ENTERPRISES VS LAS VEGAS LAND
CASE NO: SC090878 R
Under a writ of Execution issued on 09/13/10 Out of the SUPERIOR COURT, SANTA MONICA, of the WEST DISTRICT, County of Los Angeles, State of California, on a judgment entered on 12/09/08. In favor of BENDHEIM ENTERPRISES, INC. and against LAS VEGAS LAND AND DEVELOPMENT COMPANY, INC. showing a net balance of \$ 314472.53 ctually due on said judgment. (Amount subject to revision) I have levied upon all the right, title and interest of said judgment debtor(s) in the property in the County of Los Angeles, State of California, described as follows: LOT 7 & 8, TRACT 21360, IN THE CITY OF BEVERLY HILLS, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 587 PAGES 59 TO 63 OF MAPS IN THE OFFICE OF THE COUNTY RECORDERS OF SAID COUNTY. APN: 4391-034-008 Commonly known as: 430 ROBERT LANE BEVERLY HILLS, CA 90210

Public notice is hereby given that I will sell at public auction to the highest bidder for cash in lawful money of the United States all the right, title and interest of the debtor(s) in the above described property or so much as will be sufficient to satisfy said writ or warrant with interest and all costs on MAY 11, 2011 10:00 AM at the following location.
STANLEY MOSK COUNTY COURTHOUSE
111 N. HILL STREET, ROOM 125B
LOS ANGELES, CA 90012
(X) This sale is subject to a minimum bid of \$0.00. (Subject to revision)
Prospective bidders should refer to sections 701.510 to 701.680, inclusive, of the Code of Civil Procedure for provisions governing the terms, conditions and effect of the sale and the liability of defaulting bidders.

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: 05-03-2011 CALIFORNIA RECONVEYANCE COMPANY, as Trustee REGINA CANTRELL, ASSISTANT SECRETARY CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. California Reconveyance Company 9200 Oakdale Avenue Mail Stop: CA2-4379 Chatsworth, CA 91311 800-892-6902 For Sales Information: (714) 730-2727 or www.lpsasap.com (714) 573-1965 or www.prioritposting.comASAP# 3972731 05/05/2011, 05/12/2011, 05/19/2011

NOTICE OF TRUSTEE'S SALE Trustee Sale No. : 20100134006132 Title Order No.: 100760274 FHA/VA/PMI No.: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 05/20/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. NDEX WEST, LLC, as duly appointed Trustee under and pursuant to Deed of Trust Recorded on 05/26/2005 as Instrument No. 05 1235138 of official records in the office of the County Recorder of LOS ANGELES County, State of CALIFORNIA. EXECUTED BY: DAVID A. ABAS, WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK/CASH EQUIVALENT or other form of payment authorized by 2924h(b), (payable at time of sale in lawful money of the United States). DATE OF SALE: 05/18/2011 TIME OF SALE: 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. STREET ADDRESS and other common designation, if any, of the real property described above is purported to be: 2787 ELLISON DRIVE, LOS ANGELES (BEVERLY HILLS), CALIFORNIA 90210 APN#: 4385-016-013 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust, with interest thereon, as provided in said note(s), advances, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$1,271,904.15. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. FOR TRUSTEE SALE INFORMATION PLEASE CALL: AGENCY SALES & POSTING 3210 EL CAMINO REAL, SUITE 200 IRVINE, CA 92602 714-730-2727 www.lpsasap.com NDEX West, L.L.C. MAY BE ACTING AS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. NDEX West, L.L.C. as Trustee Dated: 04/21/2011 NDEX West, L.L.C. 15000 Surveyor Boulevard, Suite 500 Addison, Texas 75001-9013 Telephone: (866) 795-1852 Telecopier: (972) 661-7800ASAP# 3966660 04/28/2011, 05/05/2011, 05/12/2011 NOTICE OF TRUSTEE'S SALE T.S. No. No WW-250112-C Loan No 10039534 Insurer No. YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 07/14/2005. 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. The sale will be made; but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to satisfy the obligation secured by said Deed of Trust. The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. TRUSTOR: JEHUDA RENAN AN UNMARRIED MAN Recorded 07/26/2005 as Instrument No. 051761033 in Book , page of Official Records in the office of the Recorder of Los Angeles County, California, Date of Sale: 05/23/2011 at 10:30 A.M. Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Property Address is purported to be: 110 Alta Loma Road #4 West Hollywood, CA 90069 APN#: 5555-005-046 The total amount secured by said instrument as of the time of initial publication of this notice is \$216,852.93, which includes the total amount of the unpaid balance (including accrued and unpaid interest) and reasonable estimated costs, expenses, and advances at the time of initial publication of this notice. Pursuant to California Civil Code 2923.54 the undersigned, on behalf

of the beneficiary, loan servicer or authorized agent, declares as follows: [1] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [2] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or 2923.55. Date: 04/19/2011 EXECUTIVE TRUSTEE SERVICES, INC 2255 North Ontario Street, Suite 400 Burbank, CA 91504-3120 Sale Line: 714-730-2727 Ileanna Petersen, TRUSTEE SALE OFFICER ASAP# 3972672 04/28/2011, 05/05/2011, 05/12/2011

**WORKER'S COMPENSATION APPEALS BOARD,
State of California**

FERNANDO ROJAS

CASE NUMBER ADJ4004393
vs Applicant

PATRICIO ANGEL DBA PATRICIO ANGEL
CONTRACTOR

Defendant

**ORDER FOR SERVICE BY
PUBLICATION OF
APPLICATION FOR ADJUDICATION AND
NOTICE OF SPECIAL LAWSUIT
SPECIAL NOTICE OF LAWSUIT**

PATRICIO ANGEL DBA PATRICIO ANGEL
CONTRACTOR;634 RIMPAU BOULEVARD, LOS
ANGELES CA 90005

A lawsuit, the attached Application for Adjudication of Claim, has been filed with the Workers Compensation Appeals Board against you as the named defendant by the above-named applicant(s).

1) An Answer to the Application must be filed and served within six days of the service of the Application pursuant to Appeals Board rules: therefore, your written response must be filed with the Appeals Board promptly: a letter or phone call will not protect your interests.

2) **You will be served with a Notice(s) of Hearing and must appear at all hearings or conferences. After such hearing, even absent your appearance, a decision may be made and an award of compensation benefits may issue against you. The award could result in the garnishment of your wages, taking of your money or property or other relief. If the Appeals Board makes an award against you, your house or other dwelling or other property may be taken to satisfy that award in a non-judicial sale, with no exemptions from execution.**

A lien may also be imposed upon you property without further hearing and before the issuance of award.

3) You must notify the Appeals Board of the proper address for the service of official and papers and notify the Appeals Board of any changes in that address.

Name and Address of Appeals Board: Worker's
Compensation Appeals Board

300 Oceangate, Ste-200; Long Beach, CA 90802

Address City, State, ZIP Code

COMPLETED BY : Applicant Attorney

DENNIS R. FUSI, ESQ.
4909 LAKEWOOD BLVD. 6TH FLOOR, LAKEWOOD CA
90712 310-530-1888

NOTICE OF TRUSTEE'S SALE Trustee Sale No. : 20100134006132 Title Order No.: 100760274 FHA/VA/PMI No.: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 05/20/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. NDEX WEST, LLC, as duly appointed Trustee under and pursuant to Deed of Trust Recorded on 05/26/2005 as Instrument No. 05 1235138 of official records in the office of the County Recorder of LOS ANGELES County, State of CALIFORNIA. EXECUTED BY: DAVID A. ABAS, WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK/CASH EQUIVALENT or other form of payment authorized by 2924h(b), (payable at time of sale in lawful money of the United States). DATE OF SALE: 05/18/2011 TIME OF SALE: 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. STREET ADDRESS and other common designation, if any, of the real property described above is purported to be: 2787 ELLISON DRIVE, LOS ANGELES (BEVERLY HILLS), CALIFORNIA 90210 APN#: 4385-016-013 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust, with interest thereon, as provided in said note(s), advances, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at

the time of the initial publication of the Notice of Sale is \$1,271,904.15. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. FOR TRUSTEE SALE INFORMATION PLEASE CALL: AGENCY SALES & POSTING 3210 EL CAMINO REAL, SUITE 200 IRVINE, CA 92602 714-730-2727 www.lpsasap.com NDEX West, L.L.C. MAY BE ACTING AS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. NDEX West, L.L.C. as Trustee Dated: 04/21/2011 NDEX West, L.L.C. 15000 Surveyor Boulevard, Suite 500 Addison, Texas 75001-9013 Telephone: (866) 795-1852 Telecopier: (972) 661-7800ASAP# 3966660 04/28/2011, 05/05/2011, 05/12/2011

NOTICE OF TRUSTEE'S SALE TS No. 10-0040050 Title Order No. 10-8-155167 APN No. 4341-014-021 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 07/30/2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by EARL L MINDELL AND GAIL A MINDELL, HUSBAND AND WIFE, dated 07/30/2007 and recorded 08/06/07, as Instrument No. 20071848299, in Book , Page), of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 05/31/2011 at 1:00PM, At the front entrance to the Pomona Superior Courts Building, 350 West Mission Blvd., Pomona, Los Angeles, CA at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any of the real property described above is purported to be: 621 NORTH PALM DRIVE, BEVERLY HILLS, CA, 90210. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$3,812,150.36. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. If required by the provisions of section 2923.5 of the California Civil Code, the declaration from the mortgagee, beneficiary or authorized agent is attached to the Notice of Trustee's Sale duly recorded with the appropriate County Recorder's Office. DATED: 07/02/2010 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone/Sale Information: (800) 281 8219 By: Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. FEI # 1006.102332 5/05, 5/12, 5/19/2011

NOTICE OF PETITION TO ADMINISTER ESTATE OF RUTH GOLDBERG aka RUTH TANSEY GOLDBERG Case No. SP008507

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of RUTH GOLDBERG aka RUTH TANSEY GOLDBERG

A PETITION FOR PROBATE has been filed by Frank M. Tansey in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that Frank M. Tansey be appointed as personal representative to administer the estate of the decedent.

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

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

A HEARING on the petition will be held on May 27, 2011 at 9:00 AM in Dept. No. A located at 1725 Main St., Santa Monica, CA 90401.

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the

hearing. Your appearance may be in person or by your attorney.

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

YOU MAY EXAMINE the file kept by the court.

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

Attorney for petitioner:
SCOTT TANSEY ESQ
SBN 173860
LAW OFFICE OF SCOTT TANSEY
9454 WILSHIRE BLVD
STE 550
BEVERLY HILLS CA 90212

NOTICE OF TRUSTEE'S SALE TS #: CA-09-291570-PJ Order #: 090435537-CA-GTI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 3/5/1999. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): NADJATOLLAH ENAYATI AND SORRAYA FARIDIAN , HUSBAND AND WIFE AS JOINT TENANTS Recorded: 3/18/1999 as Instrument No. 99-0452953 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 5/31/2011 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$138,235.03 The purported property address is: 216 SOUTH CRESENT DR BEVERLY HILLS, CA 90212 Assessor's Parcel No. 4331-9-33 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to JPMorgan Chase Bank, N.A. 7301 Baymeadows Way Jacksonville FL 32256 Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [1] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [2] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: -- Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-730-2727 or Login to: www.fidelitytasap.com Reinstatement Line: 619-645-7711 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3981595 05/05/2011, 05/12/2011, 05/19/2011

ORDINANCE NO. 11-O-2608

INTERIM ORDINANCE OF THE CITY OF BEVERLY HILLS PROHIBITING HIGH IMPACT CONVENIENCE STORES UNLESS SPECIFICALLY APPROVED BY THE

CITY, AND DECLARING THE URGENCY THEREOF.

is hereby declared.

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

Section 1. On April 5, 2011, the Director of Community Development recommended that the City Council study the City's regulations regarding the operation and development of convenience stores.

Section 2. The Director has reported that prohibiting high impact convenience stores, as defined below, is necessary to protect against an immediate threat to the public health, safety or welfare and to avoid a conflict with any future potential regulation. The Director has also recommended that the interim ordinance include discretionary review in order to allow certain convenience stores to be approved during the interim ordinance period if the Planning Commission, after reviewing the specific project, can make the findings set forth in Section 8 below, thus concluding that the convenience store will not adversely affect the public health, safety or welfare.

Section 3. The impacts of high impact convenience stores, which primarily serve commuters, differ from the impacts of neighborhood convenience stores, which primarily serve local residents and pedestrians. Without regulation, high customer turnover and the vehicle-focused nature of high impact convenience stores will likely result in increased localized traffic, parking problems, and unwanted commercial intrusions into established residential neighborhoods. Associated impacts may include commercial parking on residential streets, increased litter, and excessive noise that would deteriorate the quality of life for those in the immediate vicinity. In addition, high impact convenience stores would not promote the City's brand and for the reasons discussed above would harm neighborhood character.

Section 4. Section 65858 of the California Government Code authorizes the adoption of an interim ordinance as an urgency measure to prohibit any usage of land that may be in conflict with zoning proposals being considered or studied by a legislative body, Planning Commission, or Planning Department.

Section 5. In light of the findings stated in Section 3, the Council has directed staff to prepare an interim ordinance to prohibit high impact convenience stores, allowing them only pursuant to a convenience store conditional use permit.

Section 6. Pursuant to Government Code Section 65858, the City Council finds and determines that the immediate preservation of the public health, safety, and welfare requires the adoption of this interim Ordinance. As described in Section 3, high impact convenience stores pose a significant threat to the health, safety and welfare of the community. Without regulation, the high customer turnover and the vehicle-focused nature of high impact convenience stores will likely result in increased localized traffic, parking problems, and unwanted commercial intrusions into established residential neighborhoods. Associated impacts may include commercial parking on residential streets, increased litter, and excessive noise that would deteriorate the quality of life for those in the immediate vicinity. In addition, high impact convenience stores would not promote the City's brand and for the reasons discussed above would harm neighborhood character. The City Council finds that allowing the unregulated development of high impact convenience stores during the City's consideration of how to properly regulate such stores would result in the negative impacts described above, would erode the existing character of the City's neighborhoods and would frustrate the purpose of any regulations ultimately adopted. To ensure that the development of convenience stores during this period of study is consistent with the goals and objectives of protecting the City's character, the City Council finds it necessary to adopt this Interim Ordinance to both respect property rights and protect the public health, safety and general welfare. Absent the passage of this interim Ordinance, inconsistent development of high impact convenience stores poses a current and immediate threat to the public health, safety, or general welfare, and approval of additional entitlements for any development inconsistent with the provisions of this Ordinance would frustrate the City's ability to protect the public health, safety, and welfare. Therefore, this Ordinance is necessary for the immediate preservation of the public peace, health, safety and welfare and its urgency

Section 7. The City Council hereby finds that it can be seen with certainty that there is no possibility that the adoption and implementation of this Ordinance may have a significant effect on the environment. This Ordinance does not authorize construction and, in fact, imposes greater restrictions on certain development in order to protect the public health, safety and general welfare. This Ordinance is therefore exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of Title 14 of the California Code of Regulations. Further, this Ordinance is exempt from CEQA on the separate and independent ground that it is an action of a regulatory agency (the City) for protection of the environment because it will protect residential neighborhoods and commercial uses from impacts associated with intensification of commercial uses, and thereby qualifies as a Class 8 exemption pursuant to Section 15308 of Title 14 of the California Code of Regulations.

Section 8. No lot, premises, building, or portion thereof in the City of Beverly Hills shall be used for any "high impact convenience store" as that term is defined in Section 9 of this Ordinance, unless the City issues a convenience store conditional use permit. The City shall process an application for a convenience store conditional use permit in the same manner that it would process an application for a conditional use permit pursuant to Article 38 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code. The City may impose any conditions on a convenience store conditional use permit that are necessary to preserve the public health, welfare or safety, or to mitigate any potential adverse impacts resulting from the establishment of a high impact convenience store. The City shall not approve a convenience store conditional use permit unless it makes each of the following findings:

1. The proposed use is compatible with the surrounding area and uses;
2. The proposed use will have adequate buffering between the use and residential areas, schools, parks, and other locations where children gather;
3. The proposed use will not create an adverse traffic impact or a traffic safety hazard to pedestrians or to vehicles, including, but not limited to, an adverse impact on traffic circulation or parking;
4. The proposed use will not create excessive noise, unpleasant odors, noxious fumes, excessive lighting, increased litter, or substantial interference with neighboring properties or uses due to the activities associated with the proposed use or its hours of operation;
5. The proposed use will not create an overconcentration of convenience stores in the area.

Section 9. For the purposes of this Ordinance, "high impact convenience store" shall be defined as follows:

"High Impact Convenience Store: Any retail store with the following characteristics: (1) more than half the square footage is dedicated to the sale of general food and drink products not intended for home preparation and consumption, tobacco, magazines, and toiletries, (2) the store is open to customers before 7:00 a.m. or after 9:00 p.m., Monday through Friday or before 9:00 am or after 9:00 pm on Saturday or Sunday, and (3) meets one of the following – is served by on site surface parking or located within three hundred feet of a residential zone."

Section 10. This Ordinance, being an Interim Ordinance adopted as an urgency measure for the immediate protection of the public safety, health, and general welfare, 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, and remain valid for forty-five (45) days, unless extended in accordance with Government Code Section 65858.

Section 11. Severability. If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance or the application thereof to any person or place, is for any reason held to be invalid or unconstitutional by the final decision of any court of competent jurisdiction, the remainder of this Ordinance shall be and remain in full force and effect. To the extent that the discre-

tionary process to approve a convenience store conditional use permit, or any part thereof, is determined to be invalid, the prohibition against high impact convenience stores shall remain valid.

Section 12. The City Clerk shall cause this Ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage in accordance with Section 36933 of the Government Code, shall certify to the adoption of this Ordinance and shall cause this Ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Adopted: April 21, 2011

BARRY BRUCKER
Mayor of the City of Beverly Hills, California

ATTEST:
BYRON POPE (SEAL)
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:
JEFFREY C. KOLIN
City Manager

SUSAN HEALY KEENE
Director of Community Development

VOTE:

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

LEGAL NOTICE - BIDS WANTED

221 N. CRESCENT BRICK FAÇADE REPLACEMENT PROJECT

The City of Beverly Hills ("City") hereby requests sealed bids for the materials, supplies, equipment or services set forth herein, subject to all conditions outlined in this Bid Package, including:

- SECTION 1: NOTICE INVITING BIDS
- SECTION 2: INSTRUCTIONS TO BIDDERS
- SECTION 3: SPECIAL CITY REQUIREMENTS
- SECTION 4: GENERAL SPECIFICATIONS
- SECTION 5: BIDDER'S BID
- SECTION 6: SIGNATURE PAGE AND LEGAL STATUS
- SECTION 7: ADDITIONAL FORMS

SECTION 1: NOTICE INVITING BIDS

1. Notice Inviting Bids

- a. **Date of Request:** May 6, 2011
- b. **Bid Number:** 11-36
- c. **Item Description:** Removal and disposal of existing exterior brick façade and installation of new brick and backing system at the 221 N. Crescent parking/retail/housing facility, located at 221 N. Crescent Drive, Beverly Hills, California 90210.
- d. **Obtaining Bid Documents:** A copy of the Bid Package may be obtained by mail or in person from the Department of Public Works & Transportation - Project Administration, 345 Foothill Road, Beverly Hills, CA 90210, telephone number 310-288-2823. The bid package including plans and specifications may also be viewed on, and downloaded from the City's web site: www.beverlyhills.org; shortcuts: bid information: bid number 11-36.
- e. **Bid Opening:** Wednesday – June 8, 2011 at 2:00 p.m.
- f. **Due Date and Location for Submittals:** Sealed bids will be received at all times during normal business hours prior to the Bid Opening, at the City Clerk's Office, 455 North Rexford Drive, Room 290, Beverly Hills, CA 90210. All bids must be in writing and must contain an original signature by an authorized officer of the firm. Electronic bids (i.e., telephonic, FAX, etc.) are **NOT** acceptable. All bids shall clearly contain on the outside of the sealed envelope in which they are submit-

ted: **BID PACKAGE 11-36: 221 N. CRESCENT BRICK FAÇADE REPLACEMENT PROJECT.**

g. **Contractor's License:** In accordance with provisions of Section 3300 of the California Public Contract Code, the City has determined that the Contractor shall possess a valid California Contractor's License Class B-1 or other appropriate license classification under the State Contracting Code at the time the contract is bid. Failure to possess such license may render the bid non responsive and bar the award of the contract to that non responsive Bidder.

h. **Liquidated Damages:** There shall be a \$500.00 assessment for each and every calendar day work remains undone after date fixed for completion.

i. **Prevailing Wages:** In accordance with the provisions of Sections 1770 et seq., of the Labor Code, the Director of the Industrial Relations of the State of California has determined the general prevailing rate of wages applicable to the work to be done. The Contractor will be required to pay to all persons employed on the project by the Contractor sums not less than the sums set forth in the documents entitled "General Prevailing Wage Determination made by the Director of Industrial Relations pursuant to California Labor Code, Part 7, Chapter 1, Article 2, Sections 1770, 1773, 1773.1." These documents can be reviewed in the office of the City Clerk or may be obtained from the State.

j. **Prebid Conference Date and Location:** A mandatory pre-bid conference will be held on Tuesday, May 17, 2011 at 10:30 a.m. at the project site, located at 221 N. Crescent Drive, Beverly Hills 90210.

k. **Bid Security:** Each bid shall be accompanied by bid security in the form of a cashier's check, certified check or bid bond in the amount of 10% of the total bid amount. All cashier's checks or certified checks must be drawn on a responsible bank doing business in the United States and shall be made payable to THE CITY OF BEVERLY HILLS. Bid bonds must be issued by a bonding company licensed to do business in the State of California. Bids not accompanied by the required bid security shall be rejected. Cash and personal or company checks are NOT acceptable. The City shall return the bid security checks of unsuccessful bidders to them when the successful bidder ("Contractor") enters into the Contract with the City.

l. **Payment Bond and Performance Bond:** A Payment Bond and a Performance Bond, each in the amount of 100% of the contract amount, will be required of the Contractor.

m. **Insurance:** Upon award of contract, contractor will be obligated to file certificates of insurance evidencing coverage as specified in the bid documents and in a form acceptable to the City. The certificates shall be on the City's standard proof of insurance form.

n. **Time of Completion:** The contractual completion time shall be 75 calendar days from the date of Notice To Proceed.

o. **Retention:** In accordance with the contract, ten percent (10%) of any progress payment will be withheld as retention. Pursuant to Section 22300 of the Public Contract Code, at the request and expense of the Contractor, securities equivalent to the amount withheld may be deposited with the City or with a state or federally chartered bank as the escrow agent, and City shall then pay such moneys to the Contractor. Refer to the contract for further clarification.

p. **Contact Person:** A bidder or potential bidder who has a procedural question may call Julio Guerrero at telephone number 310-288-2823. A substantive question must be submitted in writing and a copy of that question plus a written response to it will be emailed or mailed to all parties who have obtained a bid package.

THE CITY OF BEVERLY HILLS RESERVES THE RIGHT TO REJECT ANY BID OR ALL BIDS AND TO WAIVE ANY INFORMALITY OR IRREGULARITY IN ANY BID. ANY CONTRACT AWARDED WILL BE LET TO THE LOWEST RESPONSIVE AND RESPONSIBLE BIDDER.

CLASSIFIEDS

To place your ad, call
310-887-0788

100-199 Announcements

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

200-299 Services

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

215-Building
216-Car Alarms
217-Culinary Service
218-Carpentry
220-Cleaning
222-Carpet Installation
224-Computer Repair
225-Computer Tech Support
226-Concrete
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

Free depression treatment at UCLA for teens, adults, and seniors! (310)825-3351 www.DepressionLA.com

Enjoy the rewarding cultural experience of hosting International Students with Kaplan International Center Westwood! Compensation provided. Interested Host Families Please Call (310)824-6973/6941

Got old books you no longer need? I will pick them up: Jason.riley72@yahoo.com

115- CEMETERY

Pacific View Memorial Park- OCEAN VIEW, 3 double plots. PRICES SLASHED FOR QUICK SALE; Newport Vista, Lot 1384. Our price, \$18K vs. Cemetery's \$27K. Or, buy all three for \$50K. Ron (714) 731- 5661

Eden Memorial Park Mausoleum East - 2 wall crypts bottom level "A." Very desirable sold out area, close to entrance. Value \$10,885 each, Asking \$17,500 for both. Call Myra at (818) 884- 5183

Cemetery Plots for sale at EDEN MEMORIAL PARK in Mission Hills, CA. Beautiful private garden on a corner. 2-3 spaces available for sale \$30,000 each. Call (818)346-2426 or (218)428-8558

Mt. Eden, Granada Hills. Mount Ephraim, Estate Row 2306, Space A. Retail price \$9,895— Will sell FOR ONLY \$7,500. Call (949) 851- 4948.

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