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Issue 626 • September 29 - October 5, 2011

Luxury Leader

The Weekly's exclusive interview with Rodeo Drive Committee President Jim Jahant



cover story • pages 8-9



letters & email

“Should Beverly Hills’ overnight parking ban be repealed?” [Issue #621]

Living south of Wilshire requires one to pay a king’s ransom annually in parking fees and fines. I am supporting my girlfriend who just moved in on Doheny near Charleville. In three months I was charged \$95 then \$173 just to get three placards and then got two citations for not understanding where to park. The signs are clear, but too many restrictions.

Santa Monica has more mercy on its blue collar citizens; I bought three permits last year and paid \$45. God bless Santa Monica.

*Jere Gooding
Santa Monica*

Cover Photo
Rodeo Drive Committee

Inside Beverly Hills—BHTV10

The Beverly Hills public affairs show *Inside Beverly Hills: Then and Now*, moderated by columnist Rudy Cole with guests former Mayor Richard Stone, Mary Levin Cutler and AJ Willmer will next air on Oct. 3 at 8 p.m. and Oct. 4 at 6 p.m. on BHTV10; with guest Fred Hayman, will next air on Sept. 29 at 3:30 p.m. and Sept. 30 at 10 p.m.; with guests former mayors Donna Ellman Garber, Chuck Aronberg and Ed Brown, will next air on Sept. 30 at 9 p.m. on BHTV10.

briefs

Margo launches write-in school board campaign



Noah Margo

Two days after Andy Licht dropped out of the Board of Education campaign, Beverly Vista PTA Co-President Noah Margo has jumped in. Margo filed the paperwork to become a

write-in candidate at the Los Angeles County Registrar-Recorder/County Clerk’s office last Friday. With Margo’s candidacy, there are four candidates for three seats in the Nov. 8 election.

“Months ago I had entertained the idea of running,” Margo said. “When Damien [Bean] and Andy [Licht] were on the slate I felt the school board had a pretty good collection of

people coming in. When they dropped out I thought it was necessary for someone with a little different insight to get into the race.”

Margo, who attended Beverly Vista and graduated from Beverly High in 1986, is married to 1987 Beverly High graduate Laura Hornwood Margo. Margo was elected Beverly Vista PTA president last spring after years of volunteering in his children’s classrooms.

“I attended the Beverly Hills schools during the height of their nationally renowned success,” Margo said. “My understanding both as a teacher and as a builder [is] vital to continue the board’s current vision of excellence.”

Margo said he thought serving on the board would be a natural extension of the 10 years he spent as a teacher. He was a substitute teacher for BHUSD and LAUSD for two years before teaching fourth and fifth grade for eight years at Hancock Park Elementary in Los Angeles.

“My favorite part about teaching is the effect you have on the individual,” Margo said. “There’s no better way to connect and have an impact on society than teaching.”

Now a property manager, Margo attended USC, where he earned his bachelor’s degree and Master’s degree in writing. After graduation he worked for the City of Beverly Hills in the Recreation and Parks Department before becoming an LAUSD teacher. Following his teaching career, Margo got his contractor’s license and became a residential homebuilder. Margo also performs with his father, Beverly Hills resident Phil Margo, in the band the Tokens, which is known for “The Lion Sleeps Tonight.”

WHAT’S ON YOUR MIND?

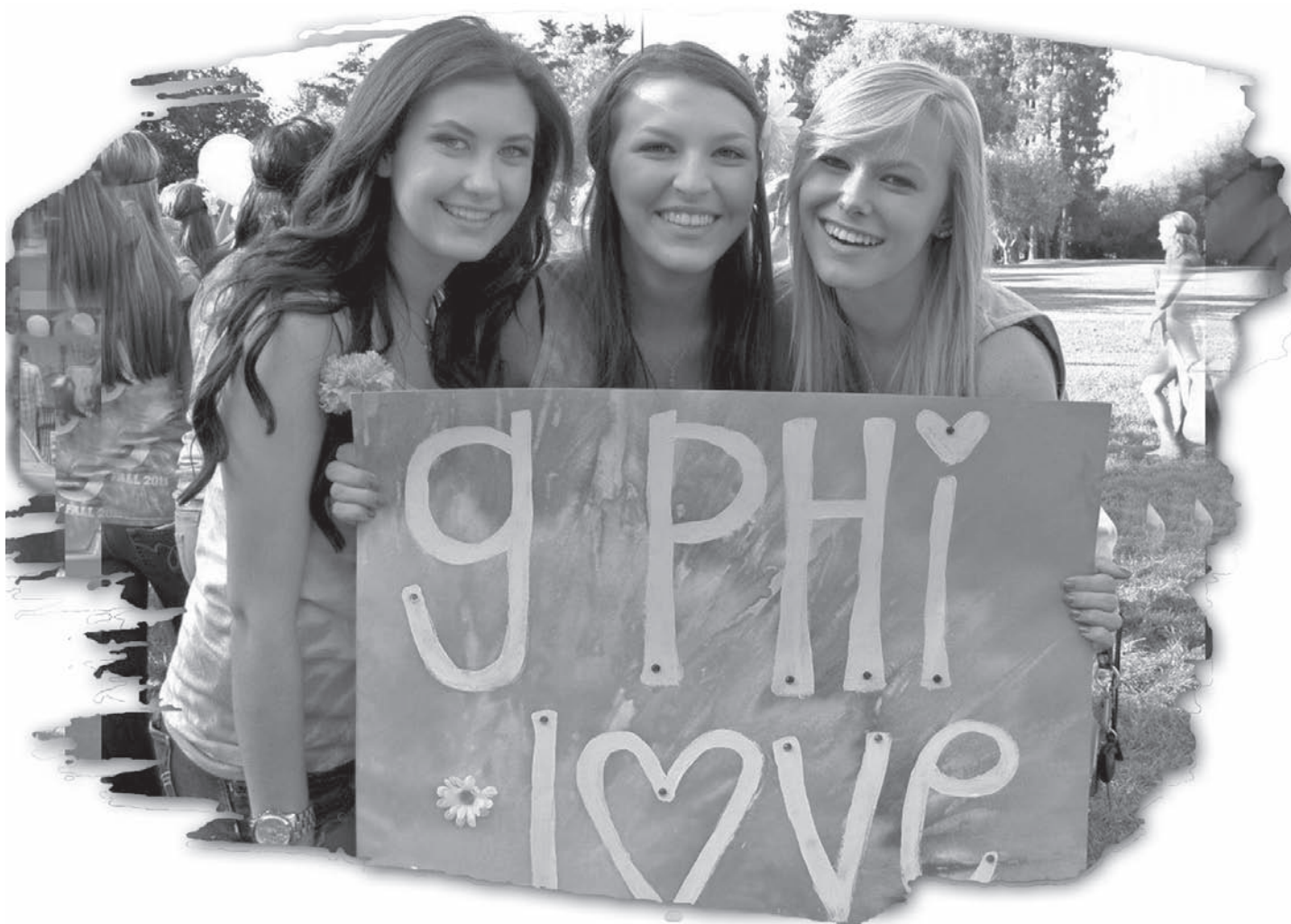
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SNAPSHOT



GOING GREEK SONOMA

Beverly High alumni Jaclyn Karpiak ('11), Alessandra Mortellaro ('10), and Natalie Ainslie ('11) show their Gamma Phi Beta pride at Sonoma State University.

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OUR DATA SPEAKS VOLUMES



Since PTA policy does not allow presidents to campaign for school board, Margo has stepped aside as president while he campaigns. Margo said he is grateful that Beverly Vista PTA Co-President Laurie Okum has stepped up to fill his position. If elected, Margo will be required to resign.

Margo said he was aware of the challenges of running a write-in campaign. With about six weeks until the election, Margo has roughly the same amount of time Mayor Barry Brucker had to run his successful write-in school board campaign in 1997.

"I have six weeks to teach voters to write Noah Margo in on their ballot," Margo said. "I have to keep my name synonymous with the words 'write-in.'"

Margo said he was also aware of the level of commitment required to serve if elected.

"I'm well organized, and I feel confident that I can manage my time in such a way that my family is only slightly impacted by my obligations," Margo said. "Will it be different at our house? Absolutely. It has to be. If it's not, I'm not doing my job, but my children are very supportive of me doing this, as is my wife."

For information about Noah's campaign, visit facebook.com/WriteInNoahMargo.

Write-in candidates have until 5 p.m. on Oct. 25, two weeks before the Nov. 8 election, to file a statement at the Los Angeles County Registrar-Recorder/County Clerk's office. A name written on a ballot in any election will not be counted unless the person has filed a statement of write-in candidacy. For more information, visit lavote.net or call (800) 815-2666.

Beverly High oil well to shut down after 2016

The City Council voted 4-1 Tuesday night to approve the City's oil well drilling ordinance, which prohibits drilling and extracting oil, gas and other hydrocarbon substances from surface locations in the City. The ordinance will affect operations at Beverly High, the City's last remaining surface oil drilling site. Councilmember John Mirisch voted no because he wanted to make sure that BHUSD's revenue from the drilling operations would be made up.

The ordinance will allow the three-party lease for the Beverly High site between the City, BHUSD and Venoco to continue until it expires on Dec. 31, 2016. BHUSD currently earns approximately \$1 million a year from the oil well operations, as does the City. The current lease has been in effect since 1978. The ordinance also includes a provision that the City Council may extend the date of the lease upon finding it is in the public interest to do so. The ordinance does not prohibit slant drilling in Beverly Hills, but language in the ordinance prohibits any drilling beneath the City from originating at a site that is within 500 feet of a school or park property.

"We have five years to look into different ways to make up that revenue and I am completely confident we will come up with a way to make up the revenue and that's why we're doing it now," Councilmember Lili Bosse said. "If we had waited until 2016, I think that would have been really irresponsible. To me there is no amount of money that would ever make sense to even take a chance of risking any sort of health issues."

Bosse said she supported the ordinance for

a number of reasons, including that current state law does not allow the construction of schools next to oil wells, that all 10 Beverly Hills elected officials agreed at a joint meeting that having an oil well on a high school campus was not a compatible use, and that there have been violations at the site in the past. In reviewing past city council meetings, Bosse said she learned that since 2003, the City Council has been discussing ending oil well drilling when the lease expires in 2016.

"It wasn't something that just came up now," Bosse said.

Mirisch initially proposed a waiting period on the ordinance, since the school board had requested more time before the City Council acted on it.

"I wanted to respect their wishes and allow for more time for them to have some of their own internal discussions," Mirisch said. "Even though I do not feel oil wells are a compatible use, I do not feel we were being deliberate enough in the process and we were not being respectful of the schools and so I did not vote in favor of the ordinance."

Mirisch proposed an amendment which would protect the school district from financial losses as a result of the ordinance, but the amendment was not supported by his colleagues.

"I would want a proviso in this [that] we are going to be committed to make [BHUSD] whole and to make sure that the kids don't suffer as a result of losing the revenue," Mirisch said. "I think we will be able to find ways to make up the revenue, whether it be slant drilling or through ground leases, and also through the JPA [Joint Powers Agreement] by increasing it. That's something we can do by eliminating wasteful spending in City Hall."

Although Bosse is confident the City and school district will find a way to make up the revenue, she did not support Mirisch's amendment because she did not want to detract from the main message of the ordinance. She said the motion was also ambiguous, since the price of oil fluctuates affecting the revenue to the City and school district.

"It wasn't a specific enough motion that couldn't be quantified, and my concern was by adding that, it would then dilute the big issue, which is shutting [the oil well] down," Bosse said.

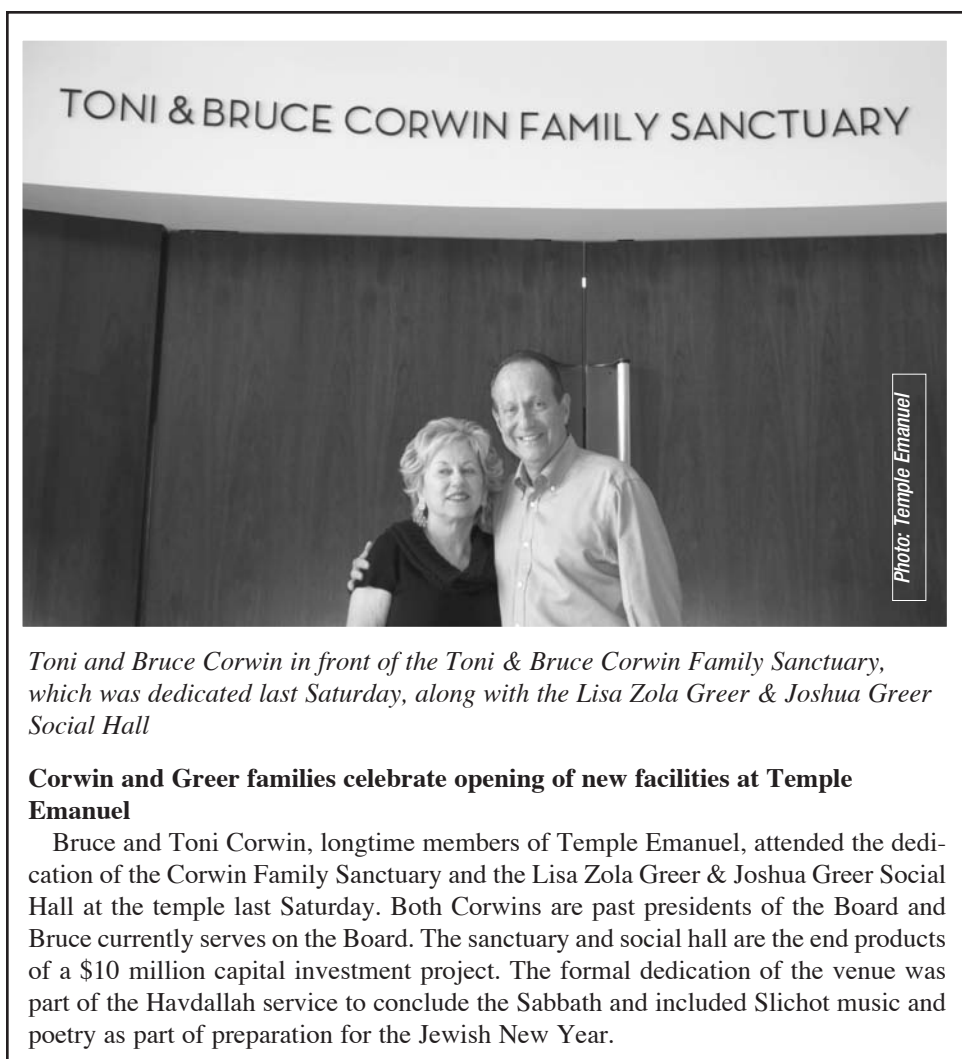
Board of Education member Steven Fenton questioned the City Council's decision.

"Barry [Brucker] is very emotional about this issue and his vote clearly reflected that," Fenton said. "I find it very odd that Barry and Willie [Brien] spent 10 years combined on the Board of Education and could have passed a board policy that reflected a non renewal of the oil lease. It makes me wonder why they're choosing to do it now, when they had every opportunity to do it as school board members."

Fenton said he is not pro-oil, but he is pro-revenue. He said there would have been plenty of time for the City Council and the school board to put together a "logical game plan."

"I commend John Mirisch for standing up for the school district," Fenton said. "He's the only one that understands that before you unilaterally take something away from the school district, you should first have a plan as to how you're going to give it back in some way, shape or form."

Despite the lack of unanimity on the oil well ordinance, Bosse expressed pride about



Toni and Bruce Corwin in front of the Toni & Bruce Corwin Family Sanctuary, which was dedicated last Saturday, along with the Lisa Zola Greer & Joshua Greer Social Hall

Corwin and Greer families celebrate opening of new facilities at Temple Emanuel

Bruce and Toni Corwin, longtime members of Temple Emanuel, attended the dedication of the Corwin Family Sanctuary and the Lisa Zola Greer & Joshua Greer Social Hall at the temple last Saturday. Both Corwins are past presidents of the Board and Bruce currently serves on the Board. The sanctuary and social hall are the end products of a \$10 million capital investment project. The formal dedication of the venue was part of the Havdallah service to conclude the Sabbath and included Slichot music and poetry as part of preparation for the Jewish New Year.

her vote to end oil well drilling in Beverly Hills.

"Last night will probably be one of the proudest moments I have as a city councilmember, and definitely a vote that I will forever be proud of," Bosse said.

Mayor Barry Brucker expressed a similar sentiment.

"I think this is really one of the most important votes that we as a city council have made, certainly in the seven years that I've served," Brucker said. "This is a strong statement to the community, that the health and safety of our children and our flagship public school, is of paramount concern and certainly would never be compromised by a royalty dollar."

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

The City Council and Board of Education held a joint meeting on the topic and decided to form an ad hoc committee to brainstorm how to make up the school district's revenue from the oil well. The liaison committee of Bosse, Councilmember Julian Gold, and Board members Jake Manaster and Steven Fenton will meet for the first time on Oct. 31.

Judge rules Measure 2P invalid; City and G&L Realty reach settlement

More than six months after the March 8 election, the City of Beverly Hills and G&L Realty have at last come to resolution regarding Measure 2P, the ballot measure which would have required the City to offer two

hours of free parking at additional public lots in the City. On Monday, Judge Ann Jones ruled Measure 2P invalid, and the City and G&L Realty came to a six-year agreement in which the City will add one additional parking structure, at 461 N. Bedford Drive, to the City's two-hour free parking program, which is currently offered at seven of the City's 17 parking structures.

G&L Realty has agreed to contribute funds toward the purchase and installation of an automated license plate recognition system at the 461 N. Bedford Drive structure, where free parking will be extended from one hour to two hours beginning Nov. 1. The technology is intended to detect drivers who leave the structure and return immediately to receive more than two hours of free parking at a time.

"This agreement is created in the spirit of Measure 2P. It provides for the two hours of free parking that residents and visitors to Beverly Hills have always enjoyed and also allows for the City to manage its parking structures to ensure that they do not become a burden to taxpayers," G&L Consultant Harvey Englander said in a statement. "G&L Realty is pleased with the leadership shown by the City Council in resolving this matter."

Mayor Barry Brucker said the parking program encourages visitors and residents to shop and dine in the City.

"This agreement will continue the City's existing and longstanding tradition of providing free and reduced-cost parking throughout Beverly Hills as desired by residents," Brucker said in a statement.

On April 29, Jones granted the City a preliminary injunction, which gave the City a reprieve from implementing the measure until a final ruling was made.

Jones ruled Measure 2P invalid on Jan. 4, and it was uncertain whether the measure would appear on the March 8 ballot. The 2nd

briefs cont. on page 4

briefs cont. from page 3

District Court of Appeal stayed the decision pending the election. Measure 2P, proposed by G&L Realty, passed on the March 8 election, 3,452-2,112.

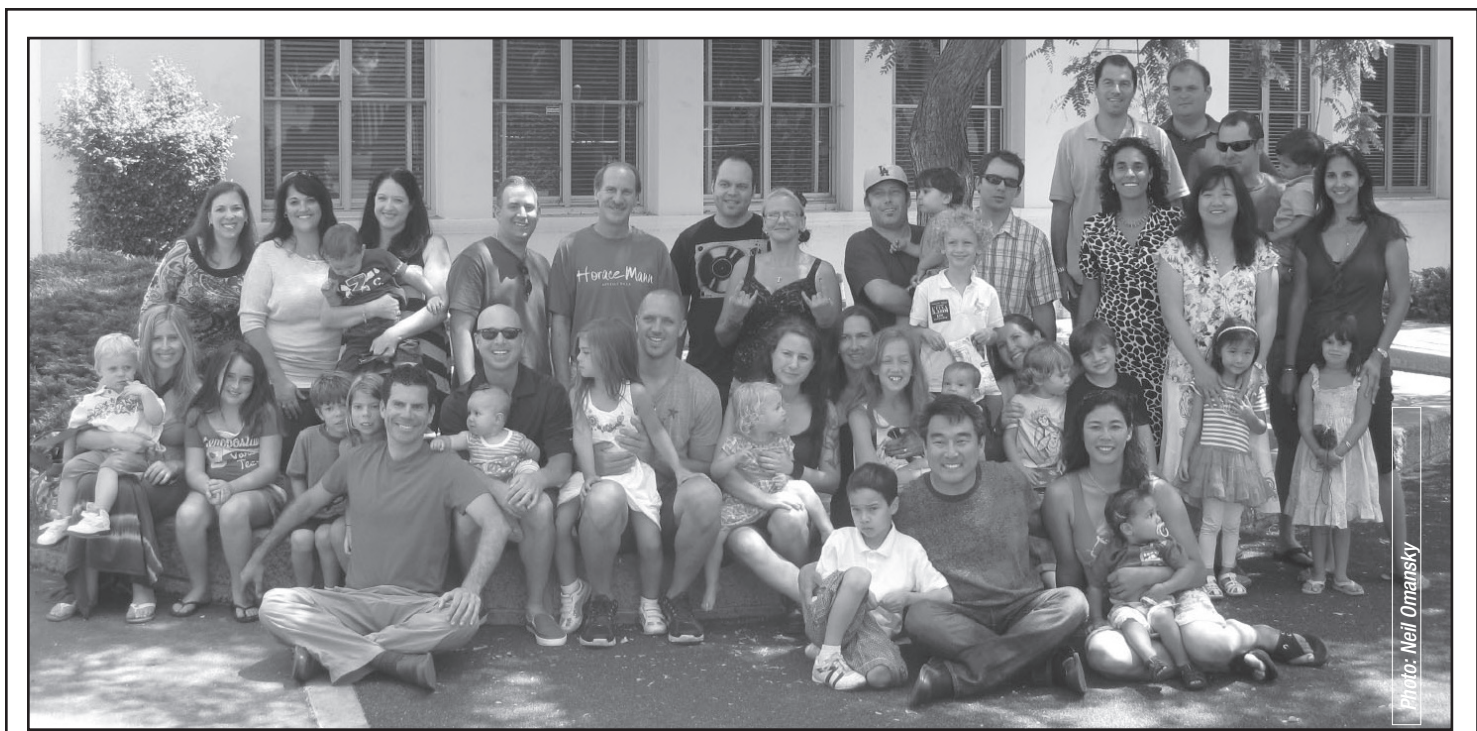
The City announced the settlement in a press release with statements from the City and G&L Realty.

Lexus Project shows improvement at Planning Commission hearing but neighbors still concerned about potential impacts

Jim Falk Lexus brought a significantly revised project proposal for its new dealership before the Planning Commission on Monday, a proposal that Chair Dan Yukelson said reflects feedback from the Commission and residents. Yukelson said some changes still need to be made, and the matter has been continued to the Planning Commission meeting on Oct. 27.

The proposed revisions include decreasing the height of the building from 56 feet to 45 feet; reducing the number of service bays by two and relocating all 70 service bays below ground instead of above ground; increasing the number of parking spaces from 250 to 352; moving loading operations to Wilshire Boulevard, away from residential uses on South Maple Drive; installing a traffic signal at Wilshire and Maple to better facilitate turning movements; and proposing a physical barrier to prevent left turns into the dealership from South Maple Drive.

"Jim Falk Lexus has taken many steps to make this new dealership project the very best



Classmates include: Denise Kane, Patty Lawson, Diana Salvi, Neil Omansky, Principal Steve Kessler, Rick Hellman, Carl Wilson, Dean Sherry, Max Leitman, Tanya Bowers, Kristina Fu, Rishika Advani, Elana Monosson, Eric Lonseth, Zane Koss, Ryan Yatman, Ari Krakowski, Yael Oren, James Shin, Kyle Meyerowitz, Alida Ramzi

Horace Mann Class of 1986 reunites on campus

About 20 Horace Mann graduates from the class of 1986 and their families returned to the school on Aug. 13 for a reunion and a tour of the campus by Horace Mann Principal Steve Kessler, who taught many of the 1986 graduates.

it can be for the City and the neighborhood," attorney Mitchell Dawson said on behalf of his client, Jim Falk Lexus. "[Jim Falk Lexus] has done so by responding to requested changes of the Commission and residents to not only improve traffic and circulation, increase parking on site significantly, but also effectively control noise by relocating loading from a

residential street to an appropriate loading zone on Wilshire Boulevard. Service bays will all be below ground as well. This dealership will serve the community very well."

Yukelson pointed out the applicant proposed another underground level to place all service bays below grade, which is costly.

"It really proves this applicant team is

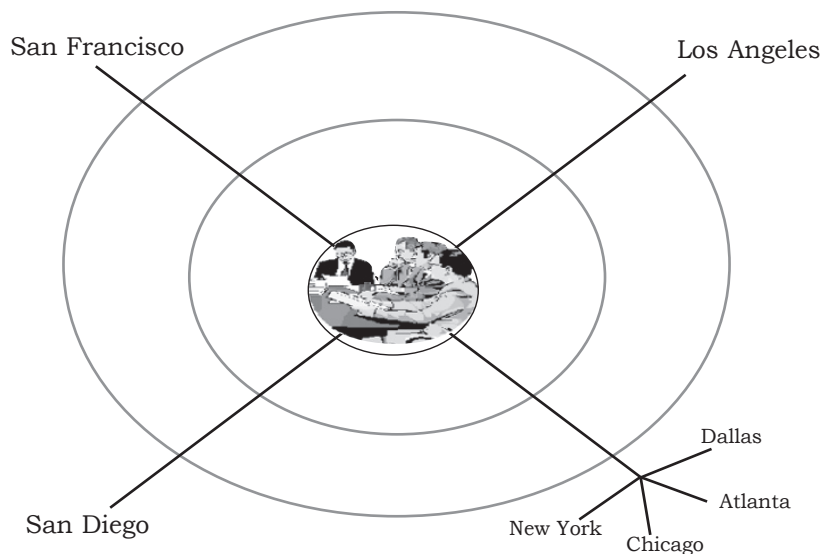
willing to address not only our commission's concerns but also the concerns of their neighbors," Yukelson said.

The proposed project would allow the demolition of the existing dealership and construction of a new 45-foot tall dealership with four levels, including two subterranean levels. The dealership would have approximately 29,000

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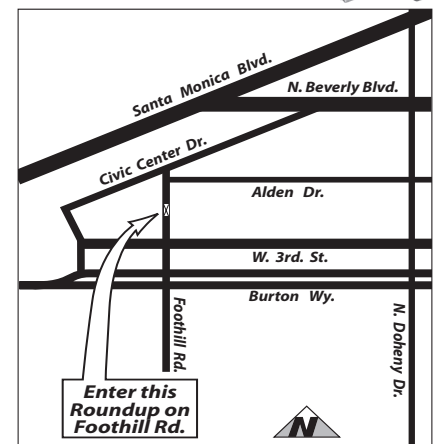
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square feet of showroom and office space on the first and second levels, 82,000 square feet of vehicle parking and circulation areas within all four levels, and approximately 57,000 square feet of subterranean vehicle service areas. Of the 352 parking spaces, 84 would be used to satisfy zoning code requirement for sales and office areas and the remainder of parking would be utilized for vehicle storage.

The dealership has applied for a conditional use permit to allow the operation of the dealership, the relocation of an existing alley, and to allow loading operations on public property, which in this case is Wilshire Boulevard. The applicant has also requested a zone text amendment to exclude above-ground parking areas and subterranean service areas from the definition of floor area, which allows the project to comply with floor area ratio (FAR) limitations in a commercial C-3 zone, Yukelson said.

Yukelson said the proposed change to the alley is not an alley vacation, but an alley relocation. The City's Transportation Division studied the alley bisecting Wilshire and Maple, and recommends replacing the alley with a new, 20-foot wide alley, which is wider than the existing alley, immediately south of the proposed building. Yukelson said the relocated alley would provide a buffer between the dealership and the adjacent apartment building.

"There's always a concern about an alley vacation if the City's going to be giving up an alley," Yukelson said. "In this case the alley is literally being moved further south and it's going to be a much wider alley."

Barney's Department Store, Neiman Marcus

and the Montage hotel all required the relocation of alleys, Yukelson said. The Montage is the only recent example.

With regard to the zone text amendment, Yukelson said similarly situated businesses can exclude parking from the definition of floor area under certain conditions.

"Due to a technicality, car dealerships did not have that latitude, [but we're] going to correct code to allow car dealerships to have a similar right to other businesses in the City," Yukelson said.

According to the staff report, the proposal for the new dealership is the "result of the requirements of Lexus Corporate management to construct a new, modern facility to accommodate the local customer base" and the size, number of service bays and display area proposed are a "direct result" of Lexus Corporate requirements. Dawson said Lexus presently contributes over \$1 million in sales tax revenue to the city, inclusive of automobile sales and parts.

Former Mayor Steve Webb, who formerly represented the nearby Nessah Synagogue and opposed the project presented at the December 2010 hearing, said he still thinks the project would be impactful to the surrounding neighborhood. He currently represents the owner of a neighboring apartment building at 151 S. Maple Drive, but he said as a resident of the neighborhood, he had intended to speak about the project anyway.

"When I was mayor, I opposed BMW's request to build a similar service center because of its impacts on the residential neighborhood," Webb said. "I continue with that opposition with respect to the Lexus Project.

The burdens attached to a 70-service bay facility with over 100 employees and 350 parking spaces is simply too impactful for a residential neighborhood."

Yukelson said some "tweaks" are still needed, but he said a lot of progress was made at Monday's meeting. Yukelson identified the proposed barrier on South Maple Drive as one issue requiring review, since the proposed plan would affect the adjacent commercial property at 9200 Wilshire Boulevard.

Dawson said staff and the Department of Transportation are currently looking into how to resolve the barrier issue, and the applicant and staff will also review the appropriate width of the sidewalk remaining on Wilshire Boulevard, the number of employees parking offsite, the function of the turning abilities of the relocated alley, as well as light and glare.

"The predicate for the workability of the new project is based on the installation of a signal at Maple Drive and Wilshire, and concrete barriers," Webb said. "If that will work, then the impacts will be significantly reduced. However, as of this point in time, there has not been sufficient analysis to determine whether those two aspects of the project will in fact work, and of equal importance, what will be the impacts on Rexford Drive with a new signal just a block away?"

Dawson said the applicant looks forward to solving the remaining issues and bringing forth responses to the next Planning Commission meeting on Oct. 27.

Four of five commissioners participated in the hearing. To avoid even the appearance of a conflict of interest, Commissioner Brian Rosenstein recused himself because his

father's company, New Pacific Realty, owns the empty lot directly adjacent to Lexus.

Fisher appointed to the Planning Commission



Howard S. Fisher

The City Council voted unanimously Sept. 27 to appoint Traffic & Parking Commissioner Howard S. Fisher to fill Commissioner Noah Furie's position starting in December.

Furie's term was extended last December to provide continuity on the Lexus Project. The City Council provided initial consensus for the appointment at the Sept. 20 study session.

The selection committee, comprised of Vice Mayor Willie Brien, Councilmember Lili Bosse, Commission Chair Dan Yukelson and Vice Chair Craig Corman, interviewed 10 applicants for the position.

Brien recommended Fisher's appointment take effect after the last Planning Commission meeting in December, and has requested Fisher attend all Planning Commission meetings before the start of his term.

"I believe that will be appropriate for the consistency of decisions [Furie is] actively engaged in," Brien said. "Obviously, this will not impact [Furie's] role as a planning com-

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from the hills of beverly



Monty party rules

And other notes of interest

By Rudy Cole

Try to think of one person you know everyone likes, admires and never badmouths, ever? Not easy. Does the name **Monty Hall** come to mind?

Just getting a frown out of this real hero, icon isn't easy. However, Tuesday night we were fortunate to have been at one of the most genuine and remarkable tribute events we ever had the good fortune to attend.

Recognizing his incredible career and astounding \$1 billion plus charity raising efforts, mostly through International Variety, a great party was held at the Canadian Consulate honoring his 90th birthday. (No, not a fundraiser.)

Hall has achieved, in his personal, family, civic and professional life successes that border on historic. Tuesday, the Canadian government and a packed outdoor venue of friends recognized Monty and listed some of his life works and deeds.

Representing his native Canada was Ambassador **Gary Doer**, who flew in from Washington to speak and greet Monty's friends, and Consul General **David Fransen**.

But aside from the beautiful setting, the Canadian consul home is in a secluded part of Hancock Park, the entertainment was not only impressive, but very professionally produced.

The evening began with a lyrical and touching rendition of the Canadian and American national anthems, seldom more beautifully performed than by the talented **Gloria Loring**.

A very hard act to follow, but **Nita Whitaker**, a vocalist I want to hear many more times again, did two songs, one an excellent Sondheim song from "Company."

In between the music, accompanied mostly by the **Nelson Kole** quartet, there were salutes from family members—**Richard** and **Sharon Hall** and a video from award winner, **Joanna Gleason**. Mrs. Monty Hall, the great life partner and wife, also captured our emotions in a brief appearance.

Then more entertainment: **Ron Korb's** flute was electrifying. Of course, he is a Canadian musical award winner.

The whole program could make a great PBS show. Consider what followed:

Norm Crosby, mixing words fast and unleashing two great jokes that were new, and clean.

The legendary **Paul Anka**, by video, did an emotional and touching tribute to Monty to "I did it my way." Anka reminded the audience that he was Lebanese, and in one line of his song added: "We need to remember how much we have in common and love one

another." Anka also demonstrated his ability to speak Yiddish.

Hard acts to follow? Wait, there was more. **Jack Jones** live received a standing ovation for his musical tribute to Monty, accompanied by his own group.

Long time friend **Peter Marshall** was an excellent master of ceremonies, mixing introductions with his remembrances of Monty's work and life.

The evening closed with a video from Australia by the International President of Variety, **Peter Drummond**, and thanks from Monty.

Impossible to list all the VIPs, including some from Beverly Hills but because Chief **David Snowden** (with beautiful wife Ellyn), Hall, Josette and I share one date, they get listed. Yesterday was Snowden's birthday, the Hall anniversary and ours too.

The chore I did not complete, was some investigative reporting on Monty's claim to be 90. Impossible. Sixty would be pushing it.

Thanks for including us, it was an evening we will not forget, a sentiment we shared with all those attending.

We are a very tolerant and forgiving community, but if you need any corroboration of this, consider the two people who reportedly negotiated the convoluted settlement of the Two Hour Free Parking referendum, and the lawsuits that followed.

According to our sources, the city council was often represented by Councilmember **John Mirisch** and the proponents of the ballot measure by veteran lobbyist **Harvey Englander**. An agreement was reached, despite their somewhat interesting history:

Here's what Englander said in a published letter in *Beverly Hills Weekly* about his partner in the talks:

"John Mirisch is a liar."

Mirisch, who has never been accused of being brief, responded in a lengthy, somewhat more restrained letter of his own with some harsh words about Englander.

Although the city won the lawsuit, the court ruling that the ballot measure was invalid because it improperly intruded on council prerogatives, the appeal process could have been lengthy and expensive, for both sides.

The primary proponent of the referendum,

which won by a wide margin, was G&L Realty, a major medical office building developer and manager, with significant holdings in Beverly Hills. Think medical offices on North Bedford, North Camden, North Roxbury as just some of their venues.

On the positive side of the company's ledger is the remodeling of what was once bland, gray buildings with street front retailing—improvements that were aesthetically significant and, very important, tax revenue producing. G&L had won several awards from the city for their design achievements.

But when the city even considered removing or altering two hour free on nearby city owned lots, G&L went to Englander who mounted the campaign to supposedly mandate two-hour free. Had the city made any move to charge, it could have produced close to \$1 million annually for the parking fund—and, just possibly, help build more facilities in other areas of the city.

G&L won, the ballot measure, mandating permanent two-hour free in many city lots. However, while the settlement was probably not what either side hoped would happen, it did avoid more angst and legal fees, so our appreciation to all involved, including Mirisch and Englander.

Incidentally, rack up one more legal victory for our City Attorney **Larry Wiener**. The city was a winner at the trial level.

If you think this school board election is exciting, I would be pleased to offer you ducats to a Dodgers game.

The only real drama is in who dropped out early and late, and the possibility of one or more write-in contenders.

Judging by the campaign kickoffs, the last of the on-ballot contenders, **Lewis Hall** had his Sunday, at the Salters, and although he had more voters than **Frances Bilak**, not nearly as many as **Brian Goldberg**; the election has yet to capture our interest.

Barring some October surprise, Goldberg has to be considered the easy front runner. He has a very strong base of supporters from throughout the district.

However, Hall has a very credible and diverse list of endorsers including Mayor **Barry Brucker**, who introduced Hall at the event, former mayor and former school board president **Richard Stone**, **Damien Bean**, an early strong board candidate who withdrew before filing closed, former school board president and member **Myra Lurie**, veteran civic leader **Lya Cordova-Latta** and many more. If endorsements matter, Hall and Goldberg are the front-runners.

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However, adding to the drama is a newly mounted write-in campaign by **Noah Margo** who was recently elected co-president of the Beverly Vista PTA and who had earlier considered running.

His supporters, and they too are impressive, argue that a write-in campaign is justified because of "the lack of experience by some of the other candidates." They support this by citing the surprise withdrawal of **Andy Licht**, certainly an early leader in the election.

Write-in campaigns are not often successful and are mostly mounted, not based on lack of qualifications, but major differences with the other candidates. That does not seem to be Margo's reason for running.

When now Mayor Barry Brucker won an historic write-in campaign in 1997, it was because he launched a direct frontal attack on the then-school board majority and their campaign for reelection. He walked every street, launched a blizzard of mailers and made education issues the reasons for his

appeal for votes, not personal qualifications of his competitors.

Both Goldberg and Hall had good venues for the kickoffs. Goldberg at **Ardyth** and **Sam Freshman's** and Hall at **Janet Salter's**. But it is the home that Max built, that has the history of wins. **Lili Bosse** had her event there, and she won in every precinct, coming in first easily.

The Salter family has a long and commendable record of service in government, Max twice as mayor, and in the arts and support of national and local Democratic contenders. The late Mayor Max was proud of his having made the Nixon "enemies list."

The Salters did have one party that will not easily be forgotten, although Janet has tried. To celebrate the birthday of one of their canines, they held a "barkmitzvah." The "entertainment, of course, was two animal acts and their trainers. The dogs took center stage and immediately began to demonstrate their great affection for each other, to the

delight of the audience and a red faced Janet and trainer.

Next came a trained bird. The act was to have the bird fly to a member of the audience who held a bill of some meaningful amount. Then Mayor **Jimmy Delshad** was more than generous, producing a \$100 ducat. The bird flew down, took the bill in his beak and landed on a tree just outside the property. However, at the command of the trainer, the bird was supposed to fly back and give the bill back to the owner. Not this sharp black bird. No amount of coaxing could lure him from his safe perch.

Not to imply that this campaign too is for the birds.

Soon, this column will recognize contributions made by two board members who are leaving in November, **Myra Lurie** and **Steven Fenton**. We did note the Fenton family history of service and Myra's in-

laws, **Sooky** and **Sam Goldman's** legendary involvement in education and civic life.

But both Myra and Steven merit some thanks, even though they were often at opposite ends of education issues. Next week, only the positive parts.

My emails have overloaded my computer with rave notices for Councilmember Lili Bosse's direct and courageous stand against oil drilling (see page 3) and not knuckling under to school board pressure. The whole oil drilling matter and financial and environmental impacts are worth more ink.

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

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missioner for the one project that he would remain for review on, and that would be the Lexus project."

Yukelson said he expects the Commission's review of the Lexus project to be completed by December, but if it is not, Furie would take Fisher's place in meetings regarding the Lexus project. A public hearing on the Lexus Project took place on Monday.

Iman and Missoni to be inducted into Rodeo Drive Walk of Style



Iman

The Rodeo Drive Committee and the City of Beverly Hills have announced that the next recipients of the Rodeo Drive Walk of Style Award will be international supermodel,

actress and entrepreneur Iman, and acclaimed Italian fashion house, Missoni. The ongoing award, inaugurated in 2003, honors style legends for their contributions to the worlds of fashion and entertainment. Both recipients will also receive plaques on Rodeo Drive, featuring their signature and quote, which will be embedded permanently in the sidewalk of the celebrated street.

The awards ceremony will take place on Rodeo Drive on Oct. 23 with a special silent auction to benefit Save the Children in their efforts to respond to the needs of children and their families affected by the East Africa Food Crisis brought on by the worst drought in six decades.

"The City of Beverly Hills is pleased to honor Iman and Missoni with the Rodeo Drive Walk of Style Award," Mayor Barry Brucker said in a statement. "Iman's influence in the fashion, philanthropic and entertainment sectors, coupled with Missoni's genius aesthetic and presence on Rodeo Drive, make them both highly deserving honorees."

Iman began her career in 1975 as a model and has challenged the prevailing notions of

beauty ever since. The daughter of an African diplomat, Iman was born in Somalia and grew up speaking five languages. She studied political science at Nairobi University, where legendary photographer Peter Beard discovered her. Her first modeling assignment was for Vogue in 1976; since then, she has been a muse for fashion designers including Yves Saint Laurent, Versace, Calvin Klein and Donna Karan. During her 14 years as a model, Iman worked with top photographers Helmut Newton, Richard Avedon, Irving Penn and Annie Liebovitz.

Also being honored with the Rodeo Drive Walk of Style Award® will be Missoni. In 1969 Diana Vreeland, the famous fashion editor of American Vogue, declared Missoni's techniques as "ingenious." Her comment: "Who said there are only colours, there are shades too!"

The Missoni style reflects the successful venture of a husband-and-wife team: married in 1953, Tai and Rosita started a knitwear business that would come to symbolize Italian fashion in the mid-sixties with its signature designs. Missoni successfully introduced and established an unmistakable way of dressing and living. Today, Missoni is one of the most widely respected ambassadors of Italian fashion and design around the world. With its colorful aesthetic vision, the company continues to influence contemporary lifestyles, thanks also to the success of the Missoni Home line and the recent inaugurations of the Hotel Missoni in Edinburgh and Kuwait.

Haimowitz, community volunteer, passes at age 94



Oscar Haimowitz

Oscar Haimowitz, a well-known volunteer in Beverly Hills, passed away on Sept. 15. He was 94. He was an active volunteer at El Rodeo, the police and fire departments and Cedars-Sinai Medical Center.

Haimowitz volunteered in retired teacher

Cindy Blum's kindergarten class five days a week at El Rodeo for a 20-year period that spanned most of Blum's career at El Rodeo from 1985 to 2008. Haimowitz missed school every once in a while for vacation or other reasons, but he would always call to let Blum know when he would be absent, Blum said.

"The kindergarten children at El Rodeo called him Papa Oscar," Blum said. "He loved helping them tie a shoe, read a word, or open a thermos. It was my good fortune that he was a volunteer in my classroom for 20 years. He enjoyed sharing his wonderful stories of travel and adventures with the children as well as the staff. Oscar was a man of many talents, who lived life to its fullest. I will miss him very much."

Retired El Rodeo Principal Steve Fisher, who was principal from 1989 to 2004, said Haimowitz was known for his work ethic and his impeccable style.

"He always came to school dressed in white pressed pants and a white pressed shirt," Fisher said. "Oscar's attire quickly became his trademark, one the kids looked forward to seeing since they knew Oscar was on his way to their classroom. Oscar will be missed and fondly remembered."

Blum echoed Fisher's comment about Haimowitz's work ethic. When Haimowitz was no longer able to drive, he started taking the bus to El Rodeo, Blum said.

Blum said Haimowitz had strong values.

"If [the students] wanted him to help them tie their shoes or help them read a word, he always said, 'What's the magic word?' He wanted the children to say please," Blum said.

Haimowitz was also an active volunteer with City programs, including the police department and the fire department's community emergency response team, which he joined in 2001 and was an active participant for about five years, according to Pamela Mottice-Muller, Director of the Office of Emergency Management. Mottice-Muller said Haimowitz was an advocate in encouraging others to be prepared for emergencies.

"Oscar was an extraordinary Beverly Hills resident, fully committed and dedicated to serving this community and the endless hours of volunteering of his personal time for the Beverly Hills Police Department," BHPD

Spokesperson Lt. Tony Lee said. "We will miss him."

Haimowitz settled in Beverly Hills in 1981 to be closer to his older brother and a number of cousins who had moved to the Los Angeles area after World War II. Haimowitz was born in Brooklyn, New York in 1917 and raised his family in Pennsylvania with his first wife, Sylvia Nades Haimowitz, who died in 1979. Haimowitz was a World War II veteran and a United States Marine before he became executive director of Temple Adath Israel in Merion Station, Penn., where he worked for nearly 30 years.

According to Haimowitz's widow Raquel Tarshis Haimowitz, Oscar went to visit a friend in Jerusalem after Sylvia's death. Oscar met Raquel, who was originally from Buenos Aires, Argentina, and they were married in Jerusalem about one year later, Raquel said. They decided to leave Israel in 1981 because of the turmoil between Israel and Lebanon at the time and also because Oscar missed the United States, she said. Raquel said Oscar had many interests, including traveling and going to the theater, symphony and opera. At one point in Oscar's life, Raquel said he had wanted to be an actor, so Oscar played an extra in some movies. Volunteerism was always important in Oscar's life, Raquel said.

Memorial services were held on Sept. 18 in Philadelphia, where much of Haimowitz's family lives. He is survived by three children, six grandchildren and seven great grandchildren.

Jacobson installed as 80th president of Beverly Hills Bar Association



Lawrence H. Jacobson

Lawrence H. Jacobson, of the Law Offices of Lawrence H. Jacobson in Beverly Hills, was installed as President of the Board of Governors of the Beverly Hills Bar Association (BHBA) at the organization's

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coverstory

LUXURY LEADER

The Weekly's exclusive interview with Rodeo Drive Committee President Jim Jahant
By Melanie Anderson



Tell us about yourself.

I joined Brooks Brothers when they opened the store here in Beverly Hills, which was in September 2003. Prior to being with Brooks Brothers, I was the vice president director of stores for Laura Ashley retail.

Are you a lifelong resident of Los Angeles?

I've lived in Los Angeles a little over 40 years, but I am originally from Akron, Ohio. I live in Westwood.

What brought you to Los Angeles?

I worked for a company at the time called Karl Shoes, which was owned by Harry Karl, who was the husband of Debbie Reynolds, and he was in Akron, Ohio at the store. He asked me to come to the West Coast to be an assistant buyer for them.

What do you like about living in Los Angeles?

I absolutely love Los Angeles. When I came out and drove over the mountains and saw the ocean, I said I'm never going back. I just love Southern California. I'm not relocatable and with all the companies I've worked for in the past, I've always had my base in Los Angeles. I've never had to relocate for a company.

How did you become general manager of Brooks Brothers in 2003?

They were opening a West Coast flagship store and they had heard what I had done with Laura Ashley and they contacted me to come in for an interview. I met with their vice president of stores here in Beverly Hills, we had dinner in Beverly Hills, and walked around. Once I saw the store that they picked to put their store in, which was originally built by

Tommy Hilfiger, I said absolutely, no questions. It's such a beautiful store.

What do you like about being general manager of Brooks Brothers?

[The company] afforded me the opportunity to get involved in the community, and they're very supportive. I have an excellent staff in my store, so it allows me to get out at any time to attend meetings, to meet with the City Council, meet with other general managers in Beverly Hills, and of course be part of the Rodeo Drive Committee and also part of the Beverly Hills Chamber of Commerce.

Brooks Brothers earned a City proclamation in 2007 for community involvement. What are some of Brooks Brothers' community efforts?

Brooks Brothers believes in being involved in the community. When we first opened the store, our first link into the community was joining the Chamber of Commerce. Then I had the opportunity to work with different charities here in Beverly Hills and I took the first two years doing special in-store events to help the different charities raise money, so I've worked with [Virginia] Robinson Gardens, Greystone Estate, there was an afterschool program in Beverly Hills at the time I helped raise money for, and on Dec. 1 we're doing a [fundraising] event for the Beverly Hills Bar Association's [charity].

Why is community involvement important to your business?

It's important to become part of any community where you have a retail business, and to let everyone know you're there to help the community and work with the community. I think it's important not to just be an established name in a community and open your doors and just think everybody is going to come into your store. It really takes a lot of effort to get outside your four walls. Networking, I think, is a key for any business.

What attracted you to retail?

I've actually been in some sort of retail since I was in high school. I started as a stock boy in a shoe store. I've had the opportunity to not only [work with] shoes, I've also been involved in women's clothing, a women's line of maternity, children's; I've been involved in almost every segment of some type of fashion retail.

What do you like about fashion and retail?

It changes every day; every day is a new challenge. It's just fun. It keeps you busy, it keeps you challenging yourself and wanting to do better each day than what you did the day before.

Outside of fashion, you were also regional director of KB Toys.

Absolutely. I was with KB Toys for about eight years. It was fun because it's toys. It brings out the little boy in all of us, but it was also great working there because you get involved with a lot of parents and children.

You've been Chair of Theatre 40 since 2008. How did you become involved with the organization?

Actually through one of my clients here in the store. I was invited to sit on their board, and I was on their board for about a year prior to becoming their chairman. That's networking with your clients. I've always been a theater enthusiast. Each trip I make to New York, I always plan a weekend visit to do some type of theater.

What are the strengths of Theatre 40?

It's all Equity actors, and it's outstanding. It is just amazing because it's a 99-seat theater so you truly can feel like you're onstage with the actors. They have a way of drawing you in and making you part of the play.

What is the Rodeo Drive Committee?

Rodeo Drive Committee takes in the three blocks of Rodeo Drive. People [are] familiar with Rodeo Drive as being the famed shopping street. It's known throughout the world. It's known for its luxury fashion, and it's where visitors can enjoy more than 100 renowned boutiques and hotels.

The Rodeo Drive Committee was founded by Fred Hayman and currently there are about 77 members, and you must be on Rodeo Drive to be a member of the committee. The committee's function is really to help the stores that are on Rodeo Drive in promoting and working with the different stores to do events on Rodeo Drive that in some cases work very closely with the City, but are actually specifically held on Rodeo Drive.

What do you think makes Rodeo Drive unique?

I would say that first, it's the stores that you have on Rodeo Drive all in one place. The merchants on Rodeo Drive truly have worked on having some of their most outstanding customer service and customer relationships that they have built. They don't only build relationships for Beverly Hills but from around the world. Many of the stores on Rodeo Drive are flagship stores for their parent companies so they carry merchandise that's not carried in any other stores, maybe in their New York boutiques, but I even carry merchandise [at Brooks Brothers] that's just for Rodeo Drive.

What are your priorities for the Committee this year?

[My priority] is to help in every way we can to stimulate business on Rodeo Drive. We are world-known for our Walk of Style, and we will have another Walk of Style on Sunday,

Oct. 23. That's going to be honoring Iman, the fashion model, and the Missoni family. But we're also known now throughout the world for our Concours d'Elegance that takes place every Father's Day, and each year it gets bigger and bigger. We just recently did Fashion's Night Out [on Sept. 8]. Of all the advertising around the world, Rodeo Drive was always listed as second or third of spectacular Fashion's Night Out [events]. It was sometimes New York, sometimes Italy, sometimes Paris, [but] Rodeo Drive was always listed. That's quite a [distinction] when you think about how many other Fashion's Night Out [events] were going on around us, including Beverly Center and Santa Monica Place. We also had a Ferris wheel. It was a fun carnival evening.

Tell us more about the upcoming Walk of Style awards on Oct. 23. Why have Iman and Missoni been selected as honorees?

There is a private committee of about eight people that selects the [honorees]. At this particular event, we're going to be having Iman and Save the Children, that's a charity that she sponsors. It's a very good event to not only meet the honorees and listen to them speak but we also do an amazing job on Rodeo Drive prior to the awards show, showing pictures and having things all throughout Rodeo Drive for each of the honorees. When we [honored] Ferragamo, we [displayed] some of their shoes, from when they first started making shoes, in glass displays. There's always something interesting and different to see.

Do you have a favorite Rodeo Drive event?

Concours d'Elegance [because] I happen to be a car person. We sponsor the event, and we do a private luncheon for all of the exhibitors, and we also welcome the committee and the board from the Petersen [Automotive] Museum. I'm going to [estimate] there were maybe 20,000 people at the last event and it stimulates a lot of business on the street. At least a lot of people see the stores. If they don't shop that day they come back later in the week and shop.

How does your past experience as Chamber of Commerce president help you in your role as RDC president?

It's similar in a way to the Chamber of Commerce. There are over 700 members. It's really outside of Rodeo Drive and really building more membership for the Chamber, and helping be a voice for some of the smaller businesses [by] working closely with the City Council and the City to help them overcome some of the challenges that they find opening a new business in Beverly Hills. [The Rodeo Drive Committee] invites the Chamber to each of our board meetings. We work closely with the Conference and Visitors Bureau (CVB); they also attend our board meetings. This makes us all work very closely as a family. We're working with [the CVB] now as we get ready for the holidays coming up and the decorations throughout the City.

What is the vision for Rodeo Drive this holiday season?

One thing about the City, it's going to sparkle this year. We're working with Swarovski

Crystal and they're helping us do the decorations throughout the City, decorating some of the trees, they're going to have banners throughout the City. We'll have special displays in the medium [of crystals] on Rodeo Drive. That's still in the process of working very closely with the City and the City is very excited about it.

City staff initially proposed removing Santa from the holiday display. What is Santa's status?

Santa will be just wonderful. We're not making any changes. He will still be flying high.

Last year's holiday decorations have been described as less than robust. What were their shortcomings?

I think you said that very politely. On Rodeo Drive they were worse than robust. We truly had no decorations for the holidays. They reused a lot of decorations from the year before. We did Snow 90210 [early in December], but unfortunately those were the

only banners we had up for the whole month of December.

Last year, Rodeo Drive worked in partnership with the City and we did Snow 90210, [and] we had it snowing on Rodeo Drive. It was very, very successful. It was in the place of the lighting ceremony to generate some traffic [to] Rodeo Drive. This was the only time we had actually gone to members of the Rodeo Drive Committee and asked for \$1,000 to participate to put this spectacular evening event on.

Will Snow 90210 repeat?

No, because we will have a spectacular Christmas this year working with the City, but it won't just be on Rodeo Drive. It will be throughout the city. Rodeo just might sparkle a little more. I promise you it will be spectacular.

What effect has the recession had on the merchants on Rodeo Drive?

It truly had not affected us like you hear and read in the paper [about] other retailers.

Our [Brooks Brothers] flagship store here on Rodeo Drive, being part of a chain, I have [seen] we truly have had the opportunity to continue to maintain our sales. We have seen it come back in the last two years now, and it seems to continue. We are continuously showing double digit increases over last year's sales.

Has Rodeo Drive as a whole done well in this economy?

When we have our monthly meetings, we all discuss what improvements we've seen. Hotels that are members of the Rodeo Drive Committee, they're seeing 80 to 94 percent occupancy.

Why do you think Rodeo Drive has been relatively unaffected by the downturn?

First, we still have quite a few tourists that are coming to Beverly Hills, and coming to Rodeo Drive. I think the exchange rate in their different monies throughout Europe and Asia have helped us in the U.S. and especially on Rodeo Drive maintain some of those sales,

and the last two weeks have been phenomenal, [with] very large families traveling, families traveling with children three plus.

What strategies has RDC implemented to overcome the challenges of this economic downturn?

Those were strategies that we use for each of our events, even for Walk of Style: Who could the nominees be particularly in this economic downturn to make sure we were attracting more people for that? Even last year in December, to do Snow 90210 was really to attract more people to Rodeo Drive.

What's your forecast for this holiday season?

I think it's going to be a very good holiday for us sales wise. I think we will see again more tourists coming in [and] we will see big increases for the holidays. I'm saying that knowing that's not what I'm reading in the paper, but I feel very confident about Rodeo Drive.

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annual Installation and Awards Dinner on Tuesday night at the Four Seasons Hotel in Los Angeles. He becomes the BHBA's 80th president and serves during the organization's 80th anniversary year.

Jacobson, who has practiced real estate law for more than 40 years, has written and lectured extensively on business, real estate and ethics, taught for the USC Broker Development Program and Graduate Realtors Institute of the CAR, and has lectured for the California CEB. Jacobson is currently legal counsel to the Newport Beach Association of Realtors and a member of the California State Bar Real Estate Sales and Brokerage Steering Committee. Jacobson, who attended law school at UCLA, is former Vice-President of Legal Affairs of CAR, Legal Counsel to the Beverly Hills Board of Realtors, the San Fernando Valley Board of Realtors, and California counsel to an international real estate brokerage firm.

Los Angeles Superior Court Judge Louis M. Meisinger swore in Jacobson, as well as his cabinet, the officers for the BHBA Barristers, the young lawyers' section of the Bar Association, and the Beverly Hills Bar Foundation, the charitable arm of the BHBA. In addition, several BHBA awards were presented to the following BHBA members for outstanding service: Jonathan Stein, of Law Offices of Jonathan Stein, in Century City, received the President's Award; Elizabeth Moreno, of Elizabeth A. Moreno, APC, was awarded the Board of Governors' Award; Gary Weyman accepted the Executive Director's Award; and the Barristers' Lawrence J. Blake Award was awarded to Deborah Fontaine. The Louis B. Fox Award, which was established to acknowledge longstanding and exemplary service to the BHBA, was awarded to Kenneth G. Petrusis, of Goodson Wachtel & Petrusis APC, in Los Angeles.

The Beverly Hills Bar Association, serving the Los Angeles region since 1931, is the sixth largest bar association in California with more than 4,600 members. Its mission is to serve its members, to lead the legal profession and to advocate for justice in the community.

National Merit Scholarship Program recognizes 21 Beverly High seniors as Commended Students

Twenty-one Beverly High seniors were named Commended Students by the National Merit Scholarship Program. Commended Students will not advance in the competition for National Merit Scholarships, but the following Beverly High seniors ranked among the top five percent of more than 1.5 million students who entered the 2012 competition by taking the 2010 Preliminary SAT/National Merit Scholarship Qualifying Test: Celeste Bean, Eunjoo Cho, Kenton P. Eliot, Seo W. Han, Gabriel T. Laemmle, Nadav T. Laemmle, Edward Lee, Jason J. Lee, Steven S. Lee, Katherine R. Lu, Neil N. Martin, Madison J. Moore, Sara E. Newman, Andrew K. Schwab, Bokyoung Seo, Taylor E. Shaw, Jared M. Slesinger, Jimmy Wada, Hyuk Yu, Hyunwoo Yu, Zhou Zhou.

Crisis Response Team now seeking volunteers

For an exciting volunteer opportunity, consider working alongside Police and Fire Department personnel as a Crisis Response Team (CRT) counselor. After successfully completing the 10-week specialized training, volunteer crisis counselors respond on-scene to assist those impacted by trauma and serious loss.

Training is held on Thursday evenings from 6-9 p.m. beginning on Thurs., Oct. 6 in Beverly Hills. No previous counseling experience is necessary—all training is provided by Chiron's Crisis Response Team personnel.

For more information visit www.theCRT.org, or contact Agency Manager Dean Rishel at (855) 343-6012, ext. 707.

—Briefs compiled by Melanie Anderson

BHHS Football Team Loses On Late Touchdown

The 2011 version of the Beverly High football team was unable to be the first in school history to defeat Peninsula, despite playing what coach Donald Paysinger said was its best game.

The Normans lost to the Panthers, 32-28, as Okuoma Idah ran one yard for the winning touchdown with 17.1 seconds to play Friday night in a nonleague game at Nickoll Field with five lead changes.

Beverly Hills (1-2) had taken a 28-25 lead with 4:59 left as Frank Brown ran for the final seven of his 179 yards and second touchdown on his 23rd carry.

Peninsula (2-1) began the ensuing drive on its own 42-yard line. Nine running plays, six by Okuoma, advanced the ball to the Normans' 12-yard line with 32.7 seconds remaining.

On a second-and-nine play following a time out, Panthers quarterback Matt Imwalle threw his team's only completed pass, which went for a 10-yard gain to Tommy Webster, putting the ball on the Beverly Hills 2.

Idah, who ran for 133 yards on 24 carries, was stopped after a one-yard gain on the following play, but scored his third touchdown on the next one.

"We actually played like a team offensively and defensively," Paysinger said. "Our offense actually moved the ball, scored some points and did what we've been working on practice the last month, moving the ball."

The Normans out-gained Peninsula, 309 yards to 167, despite playing without quarterback Cameron Countryman, the starter in their first two games.

Countryman sprained an ankle while being tackled in a 20-14 victory over San Marcos Sept. 16. He will also miss Friday's game at Canyon, but may return for the Oct. 7 game against Alemany, Paysinger said.

Countryman's replacement, Brandon Adams, completed each of his first five passes and 11 of 22 overall for 120 yards, but had three passes intercepted, including one on the final play.

"He played great," Paysinger said.

Adams missed Monday and Tuesday's practices because of the flu and had only one full practice to prepare for his first varsity start as a quarterback.

When asked if the Countryman's absence hurt the team, Paysinger replied, "I don't know if it hurt us. We played well. We definitely miss him. We need him, but we played well."

Both teams capitalized on turnovers and

mistakes.

Beverly Hills opened the scoring on Brown's 14-yard run four plays after Ole Woods recovered Webster's fumble at the Panthers' 28-yard line.

The Normans increased their lead to 14-3 8:24 before halftime on Adams' two-yard run, six plays after a snap on an apparent fake punt went off the up back and punter Chris Whitehead was tackled for a seven-yard loss on Peninsula's 26-yard line.

A 34-yard return on the ensuing kickoff gave the Panthers the ball on the Beverly Hills 42-yard line. Seven plays later, Idah carried the ball for the fifth consecutive time, running one yard into the end zone cutting the deficit to 18. Holder Ian Escutia's two-point conversion run cut the deficit to 14-11.

Peninsula took an 18-14 lead 47 before halftime as Webster, playing linebacker, picked up a bad snap and ran 70 yards for a touchdown.

The Normans regained the lead, 21-18, as defensive lineman Madison Moore intercepted Imwalle's third pass (and last before the completion) and returned it 32 yards for a touchdown with 4:48 left in the third quarter.

Defensive back Matt Hezlep intercepted an Adams pass at the Panthers' 39-yard line with 1:27 remaining in the third quarter. Peninsula then drove 61 yards on eight plays, all runs and all but one by Idah, culminating with his 27-yard touchdown run with 8:52 to play.

Brown, the Beverly Hills offensive line, Adams and receiver Willie Green, who caught seven passes for 88 yards, drew praise for their play from Paysinger.

The Normans are 0-8-1 against Peninsula, formed in 1991 by the merger of Miraleste, Palos Verdes and Rolling Hills high schools. Friday's game was the first between the two teams since Nov. 7, 2003, when Beverly Hills overcame a 16-point third-quarter deficit to rally for a 23-23 tie.

The Normans are scheduled to play at Canyon (3-0) Friday in a nonleague game beginning at 7:30 p.m. The website Calpreps.com projects the Cowboys will win 62-7. Canyon was ranked second in the Southern Section Northern Division poll released Monday.

-- Steven Herbert

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1. Investments, Businesses, & Relationships all go through cycles – You will learn how to best evaluate the market cycles and match investment strategies in today's market - Learn the difference between Active & Passive Investing and positioning your wealth building strategies so that you build your asset base & create positive cash flow from investments – Learn to replace your working income with investment income & eventually get your positive cash flow to be greater than your working income. As you learn how to generate positive passive income, you will create tremendous amounts of confidence, certainty, and peace of mind for yourself.
2. How to make money with daily 400 point swings in the stock market! How to make volatility your financial friend! – You will learn how to take positions in the stock market where you will make money if the market goes up, down, or sideways. This stock strategy works best in a highly volatile market. You will learn how to make money when the stock market goes down!
3. Learn Ten (10) Keys on How To Shorten The Time Frame To Achieve Your Business, Investing & Financial Goals IN 2011 - Critical Success Factors that are undeniable and unavoidable to lasting success especially in down economy! Create Lasting, Long-term, and Sustained Success for yourself and your family.
4. How to buy distressed assets at a high discount using other peoples' money! Death, Divorce & Disability, & Job Loss are 4 reasons why distressed sellers are willing to walk away from their assets for pennies on the dollar. With more quantity and quality of investments from distressed sellers than ever before, and interest rates at an all time low, now is a great time to be an investor! You will learn how to find, negotiate, buy, build, and sell properties with no money down!
5. Uncertainty and Fear are 2 reasons why so much money is parked on the sideline wanting to go to work, but the money is waiting to partner with leaders who are willing to learn the skills and strategies for success that work best in the new economy. You will learn how to structure partnerships with people who have money to put to work in safe, secure, and sound investments. Rich people are always looking to get Richer and reduce their taxes!
6. Wealth Building is a team Sport – Learn how to build a team of experts dedicated to helping you achieve your financial goals. Wealth building is easier & more fun when you have a team of competently qualified professionals helping you that only get paid if you make money!
7. How to set up tax efficient vehicles (entities) to minimize your tax liabilities - How to set up a fire wall to protect your life savings & every asset you own from law suits – You have spent years building this wealth, why not protect your wealth from law suits – The more assets you own, the bigger the bull's eye on your target. Frivolous law suits are on the rise & the best offense is the best defense!
8. Tax Liens & Tax Deeds – As more & more people are struggling to make ends meet, more and more properties are subject to seizure if the owners do not pay their property taxes. The tax liens and deeds are ahead of the first mortgage position and depending on the state can offer returns as high as 18% ROI or higher!
9. How to set up a self-directed retirement plan, so you control your investments and put your retirement money into alternative investments that create the best tax, legal, and ROI benefits for your situation and your circumstances!

If you don't put your dreams into action, no one will do it for you!

WHY attend this Millionaire Maker Summit:

Convert your downtime into Millionaire Dollar Habits and move ahead of everyone else in your field!

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Attending the upcoming Millionaire Maker Summit and learn how to make wealth building less stressful, more fun, and more financially rewarding! You have a choice in how you respond. . . .

Some people will make it happen, some people will watch it happen, and some people will say what just happened?

1. Business Success – all tax laws favor the business owner. Attend the Millionaire Maker Summit and learn how to benefit from the legal and tax advantages of owning your own business!
2. Investment Strategies & Tax Reduction Strategies - Tax Advantages – Certain types of entities are beneficial for various alternative types of investments. Learn the various types of investments that get favorable treatment in the tax code, and get to know whether or not these types of investments are within your risk preferences, cash flow preferences, and short-term, medium-term, and long-term time frame preferences. –
3. Multiple streams of Income – Death, divorce, disability, and job loss are the 4 thieves of distressed asset liquidation. Having to make major financial decisions during emotionally difficult time's cause's people to make short-sited decisions that may adversely affect generational wealth building.
4. Asset Protection – Building your wealth comes with a lot of hard work and time and skill. Learn how to protect your assets against unforeseen events such as a medical emergency (medical condition such as cancer) or automobile accident (accidental death) or disability (where a person could not go back to work), or any other type of situation where these parties could come after your family assets. This has happened to people that are insured and underinsured and where the insurance company has limits on the coverage and do not cover the entire claim. As law suits are on the rise, cover your assets!
5. Generational Wealth Building - Most people are good at planning for the short-term and medium term, but long-term plans get set aside even with the best intentions. If you're the person with all the toys, let's set some goals to benefit community and future generations of family. –
6. Deal Making and Network Building – Often times the difference that makes the difference is having the contacts and the connections or the people that provide the skills and resources to make an investment successful. Meet some top notch people at this event that can become future friends, clients, & partners.

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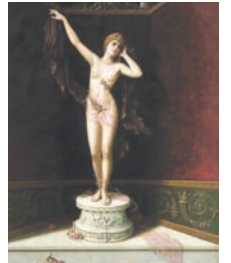
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FICTITIOUS BUSINESS NAME STATEMENT: 2011094010 The following person(s) is/are doing business as: HM AUTO BODYSHOP 12157 Branford St #B8, Sun Valley, CA 91352. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 9/2/2011 Signed: Hamlet Mousisyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/2/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1197

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

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

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

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

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011092995 The following person(s) is/are doing business as: INFINITE DENTAL WELLNESS 3600 N. Verdugo Rd. Suite #201, Glendale, CA 91208. KIRAJ & MURADYAN DENTAL CORP 3600 N. Verdugo Rd. Suite #201, Glendale, CA 91208. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 9/01/2011 Signed: Kiraj& Muradyan Dental Corp, President.. This statement is filed with the County Clerk of Los Angeles County on: 9/1/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1205

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011093055 The following person(s) is/are doing business as: VILLEDA'S TRUCKING 1810 Scott Rd, Burbank, CA

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

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

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

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011090719 The following person(s) is/are doing business as: TAGG FINANCIAL SERVICES 14421 Weddington St, Sherman Oaks, CA 91401. AREG TAGMIZYAN 14421 Weddington St, Sherman Oaks, CA 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011094212 The following person(s) is/are doing business as: LIANNA LAW FIRM; HELLO DOGGEEZ 10153-1/2 Riverside Dr Ste 361, Toluca Lake, CA 91602. Paige L. Adamczyk 2508 W. Chandler Blvd, Burbank, CA 91505. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 7/24/2011 Signed: Paige L. Adamczyk, Owner. This statement is filed with the County Clerk of Los Angeles County on: 9/2/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/ 2011 1195

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

here on: 8/30/2011 Signed: Areg Tagmizyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1212

FICTITIOUS BUSINESS NAME STATEMENT: 2011091143 The following person(s) is/are doing business as: SMART LOCK AND SAFE 10926 Bismarck Avenue, Porter Ranch, CA 91326. ROB JONES 10926 Bismarck Avenue, Porter Ranch, CA 91326.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/30/2011 Signed: Rob Jones, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1213

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011090651 The following person(s) is/are doing business as: JOE'S FALAFEL 3535 Chahuenga Bl. West. #105, Los Angeles, CA 90068. ELIAS MATTAR 3535 Chahuenga Bl. West. #105, Los Angeles, CA 90068.The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/30/2011 Signed: Elias Mattar, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1215

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011090201 The following person(s) is/are doing business as: HILLTOP HAVEN 6311 Gloria Ave, Lake Balboa, CA 91406. THOMAS STILES 572 Orangewood Ct, Palmdale, CA 93550. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/29/2011 Signed: Thomas Stiles, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1219

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

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

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

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

ness name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1223

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011078988 The following person(s) is/are doing business as: EL SHADDAI AUTO RECONDITIONING 2253 W. Pico Blvd, Los Angeles, CA 90006. EL SHADDAI AUTO RECONDITIONING, INC 2263 W Pico Blvd, Los Angeles, CA 90006. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/10/2011 Signed: Jose David Ortega, CEO-President. This statement is filed with the County Clerk of Los Angeles County on: 8/10/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1226

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011087320 The following person(s) is/are doing business as: SMILE'S DECORATION & ALTERATIONS 11212-5 Vanowen Blvd, North Hollywood, CA 91606. TEREZA SMILE 5754 1/2 Lankershim Blvd, North Hollywood, CA 91601. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/24/2011 Signed: Teresa Smile, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1229

FICTITIOUS BUSINESS NAME STATEMENT: 2011087616 The following person(s) is/are doing business as: BE HUMAN MUSIC 4376 Kraft Ave, Studio City, CA 91604. JAMES BROCK HUMA 4376 Kraft Ave, Studio City, CA 91604. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 8/24/2011 Signed: James Brock Human, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1230

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

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

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

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

law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1234

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011085666 The following person(s) is/are doing business as: SOUTHERN CALIFORNIA PRODUCTS 6660 Woodman Ave #204, Van Nuys, CA 91401. GILBERTO GARCIA B. 6660 Woodman Ave #204, Van Nuys, CA 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here on: 2006 Signed: Gilberto Garcia B, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/22/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011 1238

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

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

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

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

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME File No. 2011090647 Date Filed: 8/30/2011 Name of Business: MARKET EASY 14325 Foothill Blvd, Sylmar, CA 91342 Registered Owner: RADIK ISMAGILOU 21131 Halldale Ave, Torrance, CA 90501 Current File #20100265957 Date: 3/3/2010 Published: 9/8/2011, 9/15/2011, 9/22/2011, 9/29/2011

Allen Yaghoubzadeh LSO21849 15728 Morrison St August 31,2011 Encino, CA 91436

ATTORNEY FOR Allen Yaghoubzadeh

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

PETITION OF: Allen Yaghoubzadeh/ Shabnam Melamed

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

TO ALL INTERESTED PERSONS:

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

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

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the

petition for change of name should not be granted.

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

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

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

Seyed Cnaan Hosseini LSO218445 17830 Sherman Way Apt #346 Reseda, CA 91335 August 26, 2011

ATTORNEY FOR Seyed Cnaan Hosseini

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

PETITION OF: Seyed Cnaan Hosseini

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

TO ALL INTERESTED PERSONS:

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

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

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011 082347 The following person(s) is/are doing business as: JACK MINI MARKET, 5140 CRENSHAW BLVDUNIT A, LOS ANGELES, CA 90043. JOSEPH FESSAHAYE, 1637 ABBOTTSTN CARSON CA 90746. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed JOSEPH FESSAYE. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/16/2011. NOTICE -

FICTITIOUS BUSINESS NAME STATEMENT: 201108796: The following person(s) is/are doing business as: E360 MOTORS. 11385 Luddinton St. Sun Valley, CA 91352. ALIREZA KHALILFARD. 6433 Topanga Cyn Blvd #127. Woodland Hills, CA 91303. PEJMAN NABATIAN. 18333 Hatteras St #8. Tarzana, CA 91356. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Pejman Nabatian. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1196

FICTITIOUS BUSINESS NAME STATEMENT: 2011090433: The following person(s) is/are doing business as: MACHINE FEVER INC; NINJAS DON'T USE KEYSCHAINS INC. 269 S. Beverly Dr #297. Los Angeles, CA 90212. SURVUVE WEDDING SEASON. 269 S. Beverly Dr #297. Los Angeles, CA 90212. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Pejman Nabatian. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1197

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

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011094458: The following person(s) is/are doing business as: R&R ELECTRIC CO. 27662 Haskell Cyn #D. Santa Clarita, CA 91350. RAUL SANCHEZ. 27662 Haskell Cyn #D. Santa Clarita, CA 91350. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Raul Sanchez. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1202

FICTITIOUS BUSINESS NAME STATEMENT: 2011094431: The following person(s) is/are doing business as: THE SOCIAL PROMO. 242 N Catalina St. Burbank, CA 91505. BRANDON J GIBSON. 5225 Blakeslee Ave #455. North Hollywood, CA 91601. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Victor Grant. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1203

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011095001: The following person(s) is/are doing business as: AMERICAN HOME FINANCIAL; LOSS

MITIGATION SUPPORT. 18327 Kevin Court. Northridge, CA 91325. CECILIA DAVICCO. 18327 Kevin Court. Northridge, CA 91325. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Cecilia Davicco. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1207

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011094736: The following person(s) is/are doing business as: GREAT BLESSING RECYCLING LI. 7548 Woodley Ave. Van Nuys, CA 91406. MARIA D. HERADOR. 12817 Kamloops St. Pacoima, CA 91311. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Maria Herador. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1210

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011095049: The following person(s) is/are doing business as: LOS ANGELES POOLS. 24345 Mulholland Hwy. Calabasas, CA 91302. ROCK SOLID TILE INC. 24345 Mulholland Hwy. Calabasas, CA 91302. The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Rook Solid Tile Inc. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1213

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

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011096259: The following person(s) is/are doing business as: LA FOFATA. 9401 Sepulveda Blvd. North Hills, CA 91343. LIZETTE L MENDEZ. 9555 Woodman Ave #12. Arleta, CA 91331. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Lizette L Mendez. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk.

A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1218

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011097053: The following person(s) is/are doing business as: SALAMANCA AUCTIONS. 1815 Fern Ln. Glendale, CA 91208. ROBERT SHATKIAN. 1815 Fern Ln. Glendale, CA 91208. HRIPSIK HELEN SHATKIAN. 1815 Fern Ln. Glendale, CA 91208. The business is conducted by: HUSBAND&WIFE. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Robert Shatkian. This statement is filed with the County Clerk of Los Angeles County on: 09/07/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1220

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

FICTITIOUS BUSINESS NAME STATEMENT: 2011060787: The following person(s) is/are doing business as: FAST SERVICE TRAPPING. 3483 Camino De La Cumbre. Sherman Oaks, CA 91423. MENTAL MUSIC PRODUCTIONS INC. 3483 Camino De La Cumbre. Sherman Oaks, CA 91423. The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Mental Music Productions, Inc. This statement is filed with the County Clerk of Los Angeles County on: 07/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1221

FICTITIOUS BUSINESS NAME STATEMENT: 2011060787: The following person(s) is/are doing business as: FAST SERVICE TRAPPING. 3483 Camino De La Cumbre. Sherman Oaks, CA 91423. MENTAL MUSIC PRODUCTIONS INC. 3483 Camino De La Cumbre. Sherman Oaks, CA 91423. The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Mental Music Productions, Inc. This statement is filed with the County Clerk of Los Angeles County on: 07/28/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 - 1221

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME STATEMENT: 2011 090875 Original file # 2011 090874 The following person(s) have abandoned the use of the business name: THE TAX AND LEGAL SERVICES, 23918 PALOMINO DR, DIAMOND BAR, CA 91765. The fictitious business name was filed on: 1/21/2010 The full name and residence of the registrant (s) abandoning is: JIM LIU, 23918 PALOMINO DR DIAMOND BAR CA 91765. The business was conducted by: an Individual. Signed JIM LIU. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 83

FICTITIOUS BUSINESS NAME STATEMENT: 2011 080705 The following person(s) is/are doing business as: A1 MASSAGE, 15582 GALE AVE, HACIENDA HEIGHTS, CA 91745. YIHUANG LONG, 18536 MISCAL ST HACIENDA HEIGHTS CA 91748. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed YIHUANG LONG. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/24/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 21278

FICTITIOUS BUSINESS NAME STATEMENT: 2011 090770 The following person(s) is/are doing business as: SECURE INSPECTIONS, 1304 W 2ND ST # 452, LOS ANGELES, CA 90026. SANCO GRANT HI, 1304 W 2ND ST # 452 LOS ANGELES CA 90026. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed SANCO GRANT HI. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 21230

FICTITIOUS BUSINESS NAME STATEMENT: 2011 090809 The following person(s) is/are doing business as: AMERICAN OF INTERNATIONAL AROMA HOLISTIC ASSOCIATION, 385 SOUTH LEMON AVE # 177, WALNUT, CA 91789. KATE MO, 385 SOUTH LEMON AVE # E 177 WALNUT CA 91789. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed KATE MO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 21232

FICTITIOUS BUSINESS NAME STATEMENT: 2011 090814 The following person(s) is/are doing business as: AROMA BLENDING INSTITUTE, 385 SOUTH LEMON AVE # E 177, WALNUT, CA 91789. KATE MO, 385 SOUTH LEMON AVE # 177 WALNUT CA 91789. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed KATE MO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/15/2011, 9/22/2011, 9/29/2011, 10/6/2011 21231

FICTITIOUS BUSINESS NAME STATEMENT: 2011066977: The following person(s) is/are doing business as: CB INCOME TAX, 21044 Sherman Way #233. Chatsworth, CA 91303. CARLOS BENDETTI. 9446 Rowell Ave. Chatsworth, CA 91311. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Carlos Bendetti. This statement is filed with the County Clerk of

Los Angeles County on: 08/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/22/2011, 9/29/2011, 10/6/2011, 10/13/2011 1066

FICTITIOUS BUSINESS NAME STATEMENT: 2011089832: The following person(s) is/are doing business as: LONDONO INCOME TAX. 14449 Victory Blvd. Van Nuys, CA 91401. BERNARDO A. LONDONO. 28326 Atley Ct. Santa Clarita, CA 91350. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A. Signed: Bernardo A. Londono. This statement is filed with the County Clerk of Los Angeles County on: 08/26/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) 9/22/2011, 9/29/2011, 10/6/2011, 10/13/2011 1067

FICTITIOUS BUSINESS NAME STATEMENT: 2011093168: The following person(s) is/are doing business as: THE BEVERLY HILLS INSURANCE GROUP. 315 S. Beverly Dr #512. Beverly Hills, CA 90212. JENNIFER CLARK. 400 N Sycamore Ave #3. Los Angeles, CA 90036. The business is conducted by

federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/22/2011, 9/29/2011, 10/6/2011, 10/13/2011 21405

FICTITIOUS BUSINESS NAME STATEMENT: 20111090601 The following person(s) is/are doing business as: STATEWIDE ATTORNEY SERVICE, FLAT RATE/PROCESS SERVICE, 5309 1/2 COMERCIO WAY, WOODLAND HILLS, CA 91364. SUPERIOR PROCESS SERVICE, INC, 5309 1/2 COMERCIO WAY WOODLAND HILLS CA 91364. The business is conducted by: a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed JOSH RAPPAPORT. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/29/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/22/2011, 9/29/2011, 10/6/2011, 10/13/2011 21406

FICTITIOUS BUSINESS NAME STATEMENT: 20111090770 The following person(s) is/are doing business as: SECURE INSPECTIONS, 1304 W 2ND ST #452, LOS ANGELES, CA 90026. SANCO GRANT III, 1304 W 2ND ST #452 LOS ANGELES CA 90026. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed SANCO GRANT III. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/29/2011, 10/6/2011, 10/13/2011, 10/20/2011 21230

FICTITIOUS BUSINESS NAME STATEMENT: 20111090809 The following person(s) is/are doing business as: AMERICAN OF INTERNATIONAL AROMA HOLISTIC ASSOCIATI, AIA, 385 SOUTH LEMOM AVE #E177, WALNUT, CA 91789. KATE MO, 385 SOUTH LEMOM AVE #E177 WALNUT CA 91789. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed KATE MO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/29/2011, 10/6/2011, 10/13/2011, 10/20/2011 21232

FICTITIOUS BUSINESS NAME STATEMENT: 20111090814 The following person(s) is/are doing business as: AROMA BLENDING INSTITUTE, 385 SOUTH LEMON AVE # E177, WALNUT, CA 91789. KATE MO, 385 SOUTH LEMON AVE #E177 WALNUT CA 91789. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed KATE MO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/30/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/29/2011, 10/6/2011, 10/13/2011, 10/20/2011 21231

FICTITIOUS BUSINESS NAME STATEMENT: 20111093214 The following person(s) is/are doing business as: MY PLACEMENT PARTNERS, 3262 THOUSAND OAKS BLVD, #206, WESTLAKE VILLAGE, CA 91362. RANDY BORING, 622 BAYBERRY STREET OAK PARK CA 91377. 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 RANDY BORING. 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: 9/1/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/29/2011, 10/6/2011, 10/13/2011, 10/20/2011 21269

FICTITIOUS BUSINESS NAME STATEMENT: 2011109446TH The following person(s) is/are doing business as: HANA TRIM, 735 E 12TH STREET, STE 306, LOS ANGELES, CA 90021. OHS PLUS, INC, 735 E 12TH STREET, STE 306 LOS ANGELES CA 90021. The business is conducted by: a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed OH S KIM. 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: 9/6/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/29/2011, 10/6/2011, 10/13/2011, 10/20/2011 21291

FICTITIOUS BUSINESS NAME STATEMENT: 20111093073 The following person(s) is/are doing business as: DETAILS LA, 407 South Fairfax Ave., Los Angeles, CA 90035. BRIAN WEST, B/W DESIGN STUDIO LLC, 5148 1/2 Village Green, Los Angeles, CA 90016. The business is conducted by: LIMITED LIABILITY CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Brian West, B/W Design Studio LLC, President. This statement is filed with the County Clerk of Los Angeles County on: 09/20/2011. 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.) 09/29/ 2011, 10/06/2011, 10/13/2011, 10/20/2011 1118

FICTITIOUS BUSINESS NAME STATEMENT: 2011090580 The following person(s) is/are doing business as: JEWELRY GIFT BOUTIQUE, 718 S. Hill St #500, Los Angeles, CA 90014. ASMIK RISHTUNI 1301 E. Wilson Ave #C, Glendale, CA 91206. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here on: N/A Signed: Jewelry Gift Boutique, Owner. This statement is filed with the County Clerk of Los Angeles County on: 09/29/2011. 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.) 09/29/ 2011, 10/06/2011, 10/13/2011, 10/20/2011 1118

FILE NO. 2011 084955

FICTITIOUS BUSINESS NAME STATEMENT

TYPE OF FILING: ORIGINAL

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1.) 4SERVICE INFORMATION TECHNOLOGY CO.2.) 4SERVICE CLOUD COMPUTING CO., 5805 SEPULVEDA BLVD #700, SHERMAN OAKS, CA 91411; MAILING ADDRESS: P.O. BOX 870, PACIFIC PALISADES, CA 90272 county of: LOS ANGELES. The full name of registrant(s) is/are: LANDMARK PROPERTIES MANAGEMENT GROUP LLC, 5805 SEPULVEDA BLVD #700, SHERMAN OAKS, CA 91411. This Business is being conducted by a/an: A LIMITED LIABILITY COMPANY. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).

/s/ LANDMARK PROPERTIES MANAGEMENT GROUP LLC BY: ORIE RECHTMAN, MANAGER

This statement was filed with the County Clerk of LOS ANGELES County on AUG 19 2011 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED

IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA1039712 BH WEEKLY 9/8, 15, 22, 29, 2011

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

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

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

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

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

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

A HEARING on the petition will be held on Oct. 11, 2011 at 8:30 AM in Dept. No. 11 located at 111 N. Hill St., Los Angeles, CA 90012.

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

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

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

NOTICE OF TRUSTEE'S SALE T.S. No CA1100036148 Loan No 0307370016 Insurer No. YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 09/18/2002. 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: *J.H. ROWLAND PERKINS II* AND SALLIE PERKINS* HUSBAND AND WIFE Recorded 10/02/2002 as Instrument No. 02-2315402 in Book XX , page XX of Official Records in the office of the Recorder of Los Angeles County, California, Date of Sale: 10/17/2011 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: 9123 HAZEN DRIVE BEVERLY HILLS, CA 90210 APN#: 4388-020-011 The total amount secured by said instrument as of the time of initial publication of this notice is \$713,137.49, 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. Date: 09/21/2011 Executive Trustee Services, LLC dba ETS Services, LLC 2255 North Ontario Street, Suite 400 Burbank, CA 91504-3120 Sale Line: 714-730-2727 Omar Solorzano, TRUSTEE SALE OFFICER ASAP# 4085610 09/22/2011, 09/29/2011, 10/06/2011

NOTICE OF PETITION TO ADMINISTER ESTATE OF BIJAN PAKZAD Case No. SP008642

To all heirs, beneficiaries, creditors, contin-

gent creditors, and persons who may otherwise be interested in the will or estate, or both, of BIJAN PAKZAD

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

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

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

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

A HEARING on the petition will be held on Oct. 7, 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: ANDREW M KATZENSTEIN ESQ SBN 105848 ANAT D SIMANTOB ESQ SBN 252148 PROSKAUER ROSE LLP 2049 CENTURY PARK E STE 3200 LOS ANGELES CA 90067

FICTITIOUS BUSINESS NAME STATEMENT: 2011094383: The following person(s) is/are doing business as: NAYZETH BEVERLY HILLS 1109 412 N. Oakhurst Dr #202, Beverly Hills, CA 90210. NCBH- ENTERPRISES INC 412 N. Oakhurst Dr #202, Beverly Hills, CA 90210. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on: 9/06/2011 Signed: Nayzeth Carrillo. This statement is filed with the County Clerk of Los Angeles County on: 09/06/2011. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code) 9/29/ 2011, 10/6/2011, 10/13/2011, 10/20/2011 1118

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 243388CA Loan No. 3062146513 Title Order No. 464271 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 05-15-2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 10-20-2011 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 05-23-2006, Book , Page , Instrument 06 1131393, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: FRANKLIN H. UNRUH, A SINGLE MAN, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD. , NORWALK, CA Legal Description: LOT 38 IN BLOCK 12 OF TRACT NO. 4311, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED

IN BOOK 89 PAGES 62 TO 69 INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. Amount of unpaid balance and other charges: \$1,324,808.11 (estimated) Street address and other common designation of the real property: 9994 REEVESBURY DR BEVERLY HILLS (L.A.), CA 90210 APN Number: 4383-022-004 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 09-27-2011 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.priorityposting.com ASAP# 4096678 09/29/2011, 10/06/2011, 10/13/2011

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 11-0173-CA Loan No. 210128389 Title Order No. 5901364 APN: 4334-022-178 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 09-14-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 10-27-2011 at 10:30 A.M., ROBERT E. WEISS INCORPORATED as the duly appointed trustee under and pursuant to deed of trust recorded 10-01-2007, book , page , instrument 20072248554 of official records in the office of the recorder of LOS ANGELES county, California, executed by: MARJORIE JANETTE DEHEY DALEO, AN UNMARRIED WOMAN, as Trustor, NCB, FSB, as Beneficiary, WILL SELL AT PUBLIC AUCTION SALE TO THE HIGHEST BIDDER FOR CASH, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. place of sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BLVD, 12720 NORWALK BLVD., NORWALK CA all right, title and interest conveyed to and now held by it under said deed of trust in the property situated in said county, California describing the land therein: AS MORE FULLY DESCRIBED ON SAID DEED OF TRUST AND PERSONAL PROPERTY INCLUDING THE COOPERATIVE MEMBERSHIP CERTIFICATE AND ASSIGNMENT OF THE LEASEHOLD INTEREST The property heretofore described is being sold "as is". The street address and other common designation, if any, of the real property described above is purported to be: 131 N. GALE DR. 3 A BEVERLY HILLS, CA 90210 THE ESTATE OR INTEREST IN LAND TO BE CONVEYED IN THIS FORECLOSURE IS A COA-OPERATIVE LEASEHOLD. ANY PURCHASER AT AUCTION MAY BE REQUIRED TO PAY A SUBSTANTIAL CO-OPERATIVE MEMBERSHIP FEE AND COMPLY WITH OTHER INSPECTION AND MEMBERSHIP REQUIREMENTS OF THE CO-OPERATIVE ASSOCIATION. THE BENEFICIARY DOES NOT WARRANT OR REPRESENT THAT A PURCHASER WILL BE QUALIFIED AS A MEMBER OF THE CO-OPERATIVE The undersigned trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest thereon, as provided in said note(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the trustee and of the trusts created by said deed of trust, to wit: amount of unpaid balance and other charges: \$530,425.36 (estimated) Accrued interest and additional advances, if any, will increase this figure prior to sale The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a Written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located and more than three months have elapsed since such recordation. DATE: September 23, 2011 ROBERT E. WEISS INCORPORATED, As Trustee ATTN: FORECLOSURE DEPARTMENT 920 VILLAGE OAKS DRIVE COVINA CA 91724 (626)967-4302 CRIS A KLINGERMAN, ESQ. FOR SALE INFORMATION: www.lpsasap.com or (714) 730-2727 WE ARE ATTEMPTING TO COLLECT A DEBT, AND ANY INFORMATION WE OBTAIN WILL BE USED FOR THAT PURPOSE. ASAP# 4097240 09/29/2011, 10/06/2011, 10/13/2011

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

115- CEMETERY

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

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

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

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

Eden Memorial Park, 2 marble-faced wall crypts. Desirable, sold-out area near entrance. \$15,000 for the pair. (818)884-5183

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

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

FOREST LAWN CYPRESS-

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

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

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

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

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

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

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

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

INGLEWOOD PARK CEMETERY 1 double crypt, Sunset Mission Mausoleum, \$12k 310-883-4889pp

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

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

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

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

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

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

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

2 person crypt located at Pierce Brothers Valley Oaks Memorial Park. Court 6 Oak Knoll Mausoleum #59B. Beautiful location. Will sell for \$4900 O.B.O. (209) 604-6226

Pierce Brothers Westwood Village Memorial Park Cemetery double crypt. Sanctuary of Peace, companion crypt 11 section D. \$42,500. (909) 936-3366.

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

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

Two burial spaces at Rose Hills. Located in Alder Lawn, Lot 2212, Spaces 3 & 4. The owner is asking \$3,300 for each space. (480) 747-7242.

4 plots in sold-out Rose Hills Greenwood Gardens Lot 4806, Spaces 1-4. Overlooks Memorial Chapel. Asking \$6000 each or best offer. Compare to plots currently selling for more than \$8000. Buyer pays endowment care and transfer fee. (714) 827-7197.

130-LEGAL NOTICES

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AKC STANDARD POODLE PUPS, will be large size, ages 2-16 weeks, \$600 - \$900 each. Call or email joanne.navin@yao.com - (760) 731-1156

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