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It's a 'New' day for Auburn signee Williams

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

SAMOH! He sped down the court in transition and dribbled behind his back, leaving a defender in his wake. Keeping his eyes focused ahead, he attacked the basket with vigor, leaping towards the rim until he was fouled hard on a ferocious dunk attempt.

Before stepping to the foul line, Nuwr'iyl Williams clenched his fists, tilted his head backwards and let out a yell. It was a growl of frustration, a wail of dissatisfaction with his inability complete the three-point play - even with the extra contact.

It came and went quickly, lost in the noise of a packed Santa Monica High School gymnasium that was anticipating a thunderous slam.

And it was the briefest of detours from his motto, "Work in silence," a philosophy Williams seized at a crucial juncture of his athletic career.

As he prepared for this season,

his last with the Vikings, and committed to a future with the Auburn men's basketball team, he purposefully didn't tune out the skeptics. Instead, he welcomed their doubts and internalized their criticisms, using them as motivation as he quietly made his comeback from a devastating injury.

"It put a log on my fire," he says. "I do talk, but I let actions speak more for me."

INJURED

Things were going well for New Williams entering his junior year.

Scouts who hadn't seen him play at Samohi had probably watched him on the AAU circuit with Earl Watson Elite. He already had 11 college offers. Schools like North Carolina, Louisville and Kansas were starting to show interest. For the 6-foot-2 guard with the skills to match his athletic ability, the possibilities seemed endless.

Then the season started.

SEE WILLIAMS PAGE 6



Jeff Goodman jeff@smdp.com

SCORING: Vikings player Nuwr'iyl Williams has internalized criticism and uses it to help fuel his play on the court.

Faces of Silicon Beach: Andre Herd

BY ERIK HUBERMAN
Special to the Daily Press

Along with starting Lost Future Music Group, Andre Herd founded Daybreaker, a popular early morning dance party.

Erik Huberman, CEO of Hawke Media, talks to Andre about Daybreaker, how he became an entrepreneur and Silicon Beach.



HERD

Erik Huberman: What made you want to become an entrepreneur?

Andre Herd: I don't love having a boss, but the main reason is that I felt you don't really leave your mark on the world by being in a system where you climb a ladder to get to the top of a company that already exists and is already doing its thing. I feel like you leave a mark on the world when you start your own thing and you change the world from your perspective and what you want to see changed.

EH: Tell me about Daybreaker.

AH: Daybreaker is an early morning, pre-work dance party from 6:30 to 8:30 a.m. It's completely sober and it's totally wholesome and healthy. We have as much juice, coffee, tea, kombucha as you can possibly drink included in the price of the ticket. We have a DJ and trombone players, trumpet players playing along with the DJ. At every party, we have about 300-400 people come out. That party lasts for two hours. You dance for an hour and half, and then we'll come up, say hello and sit everyone down. Then we'll bring on a spoken word poet, a freestyle rapper, or a singer-songwriter who will perform for a couple of minutes. We'll pass out intention

SEE FACES PAGE 3

Adjournments: 4 Santa Monica figures pass

BY DAVID MARK SIMPSON
Daily Press Staff Writer

Editors note: This is a semi-regular feature that announces the deaths of people who impacted Santa Monica. Oftentimes the names and information is gathered from the ends of City Council meetings, when council adjourns in the memory of those who've passed.

CITYWIDE A Santa Monica College alumni, Michele Serros, died last month after a battle with cancer.

She wrote several acclaimed books about a range of topics, including growing up as a Latina in Southern California.

"I had the opportunity to

SEE ADJOURN PAGE 7

Council preview: Names and noise

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITY HALL City Council is set to discuss a slew of medium-sized topics on Tuesday, including the naming of two large civic projects and the reworking of the city's noise ordinance.

As covered in Friday's Daily Press, city officials are recommending the name "Breeze" for bikeshare that could launch as early as this summer.

Also slated for naming on

Tuesday is so-called "Buffer Park," which is being built on Exposition Boulevard to shield residents from the noise created by the incoming Expo Light Rail's nearby maintenance facility.

City officials aren't making a recommendation on the naming of this park.

The Recreation and Parks Commission put forth "Gandara Park" and "Heroes Park" while in a resident survey, the most common suggestions were "Toypurina Park"

SEE NAMES PAGE 7

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

February 9

Landmarks Commission

Regular meeting of the Landmarks Commission. Visit <http://www.smgov.net/Departments/PCD/Boards-Commissions/Landmarks-Commission> for more information. City Hall, 1685 Main St. 7 p.m.

Much Ado About Nothing (2012)

Description: Writer/Director Joss Whedon gives William Shakespeare's well-known battle-of-the-sexes comedy a contemporary makeover in this feature adaptation. (107 min.) Fairview Branch Library, 2101 Ocean Park Blvd, 6:30 p.m.

Dave Slonaker Big Band

There's a cover plus minimum \$15/person at tables and \$10/person at the bar. Dinner reservations are highly recommended. Typhoon at the Santa Monica Airport, 3221 Donald Douglas Loop South 2nd Floor, 8 & 9:30 p.m., admission: \$10.

Bridge

Play bridge at the library every Monday afternoon. Have fun, meet new people, and challenge your mind. Advanced beginners welcome. This is not a class. Fairview Branch Library, 2101 Ocean Park Blvd., 12 p.m.

February 10

Beach=Culture: Local Mystery Writers

A panel discussion featuring local mystery and crime fiction writers P.G. Sturges (the Shortcut Man novels), Richard Rayner (A Bright and Guilty Place: Murder Corruption and LA's Scandalous Coming of Age), April Smith (North of Montana) and Samuel W. Gailey (Deep Winter). Moderated by author and Beach House Writer-in-Residence Laurie Horowitz. Annenberg Community Beach House, 415 Pacific Coast Hwy, 6:30 - 8 p.m.

Open Maker Nights with Jen Fox
Join local engineer and maker Jennifer Fox to learn how to design and build various engineering and upcycling projects ranging from robotics to wearable technology to musical instruments. Visit <https://apm.activecommunities.com> to register or call (310) 458-2239, \$10 in advance, \$12 cash at the door, 1450 Ocean, 6:30 - 8:30 p.m.

Movie Screening: If I Stay

Life changes in an instant for young Mia Hall after a car accident puts her in a coma. During an out-of-body experience, she must decide whether to wake up and live a life far different than she had imagined. Rated PG-13, 107 minutes, Pico Branch Library, 2201 Pico Blvd., 6 - 7:45 p.m.

City Council Meeting

Regular meeting of the City Council. Visit www.smgov.net/departments/clerk/agendas.aspx for more information. City Hall, 1685 Main St., 5:30 p.m.

A Heart Full of Laughter

Come and join Mr. Jesse and his puppet pals for some heartfelt stories full of laughter and fun. This program is for children ages 3-7. Tickets are free. Ocean Park Branch Library, 2601 Main St., 4:30 p.m.

Diabetes information

Sunrise of Santa Monica
1312 15th St., 2:30 - 4 p.m.
Learn the symptoms, diagnosis and treatments for diabetes and how to get it under control. Sponsored by the UCLA Health 50 Plus Program.

February 11

Virtual Colonoscopy

Santa Monica Bay Woman's Club
1210 4th St., 7 - 8:30 p.m.
Colon cancer is the second most common cancer in America, yet less than

SEE LISTINGS PAGE 3

For help submitting an event, contact us at
310-458-7737 or submit to editor@smdp.com

LISTINGS
FROM PAGE 2

half of all Americans who should be screened follow through. Learn about how virtual colonography might be an alternative to colonoscopy for colon cancer screening that avoids sedation. Sponsored by the UCLA Health 50 Plus Program.

SCBWI Westside Writers Schmooze
The Society of Children's Book Writers and Illustrators welcomes all writers

willing to share and learn with others who are focused on writing for children. Fairview Branch Library, 2101 Ocean Park Blvd., 7 p.m.

College Scholarships 101
Join organizers to get information from C2 Education about finding and applying for scholarships. Pico Branch Library, 2201 Pico Blvd., 6:30 p.m.

Rumble in the Rock'em City
Bring kids "kapow," "zoom," and "whoosh" and search a superhero metropolis for a gang of bad guys. Ages 3 and up (60 min). Main Library, 601 Santa Monica Blvd., 11 a.m.

COMMUNITY BRIEFS

Typhoon
Jazz show at Airport restaurant

February 10, a big night for jazz, the American Songbook and the Mann Sextet. This six piece jazz ensemble, led by trumpet/flugelhornist Ed Mann, has been gigging around the Los Angeles area for a few years at locales like the Catalina Bar and Grill, Jazz at the Rad and they're back at Typhoon at Santa Monica Airport. Mann had played for the likes of Frank Sinatra, James Gandolfini and has been a featured soloist with the Rex Merriweather Band for five years.

Vocalist Gina Eckstine credentials are as impressive as her provenance: her father was the great Billy Eckstine. Gina brings a soulful, honest sound to everything she does and the Sextet is proud to have her in front. Other band members include Duane Benjamin who often plays with the Conan O'Brien show and American Idol. Grammy winning Keven O'Neal is on bass and Grammy nominee Sammy K. on the drum kit. Paul McDonald on keyboards is the band's arranger.

There's a cover plus minimum \$15/person at tables and \$10/person at the bar. Dinner reservations are highly recommended.

- DAILY PRESS STAFF

Online
Community input wanted on the Civic Auditorium

Over Super Bowl weekend, the City of Santa Monica and the Civic Working Group hosted the second in a series of community workshops to reimagine the future of the Santa Monica Civic Auditorium (Civic). On Saturday and Sunday around 120 people participated in the sessions and were the first to utilize an online tool that enabled them to match their vision and aspirations for the site with available land and funding options. Karen Ginsberg, the City's

Director of Community and Cultural Services, said that "The tool offers the public a remarkable opportunity to wrestle with the same challenges and trade-offs as City decision-makers. It is an entirely new way of engaging the public in a more meaningful and realistic way."

Feedback from participants over the two day workshop was overwhelmingly positive in regard to the use of this new planning and budgeting tool.

Participants, online and in person, are able to try different approaches to land use and choose financing options that balance both capital and operating budgets; exploring the land use and financial tradeoffs associated with funding new cultural and open space uses on the Civic site.

"The Civic Working Group brought together a complex set of issues and data together in this tool, which is tailored to the Civic's unique features and circumstances," said Chair Nina Fresco.

The tool tracks land use choices across four indicators: the amount of land used, parking required, capital contribution and construction cost, and operating revenue and expense. During the workshop sessions the results were analyzed in real-time, and at the end of the workshop, it was possible to share the input gathered that day.

The online tool allows those who were not able to attend the workshops over the weekend an opportunity to weigh-in with their choices for the Civic. This will help the Civic Working Group collect perspectives from a larger group of people.

The budgeting tool is available on the City's project website at www.smgov.net/departments/ccs/civicauditorium/MetroQuest.aspx, where there is more information about the overall planning process, as well as a presentation and video from the workshop. The results of which will ultimately inform the Civic Working Group's recommendations to the City Council.

- SUBMITTED BY LISA VARON

FACES
FROM PAGE 1

cards which contain a quote we've selected, and all 300-400 people will read it aloud together, setting our intention for the day. Then we'll get up and dance for 15 minutes and people go on with their day, go to work or do whatever they do. That's Daybreaker.

EH: Why the Santa Monica area?

AH: The girl I started it with and I felt like our community was largest on the Westside. The first party was really us reaching out to our personal communities and we had about 300 people of just our friends. They had a great time and told five or 10 people that day. That's how our community really grew and now we've gotten to the point that word is definitely out. We've just had our first Downtown party, so we've spread it to the Eastside of L.A. It's starting to take over.

EH: What do you think of the Silicon Beach scene?

AH: I think it's great. In terms of the future, I think it's absolutely phenomenal. I have so many friends who work in startups and are

involved in Silicon Beach. I think it's really cool.

EH: Do you have one piece of advice for an entrepreneur starting their own business?

AH: Follow your heart. Follow what feels right. I think so many people confine themselves to what they think they have to do. They see it one way. They think, "I'm going to get an internship in college, graduate college, I'll be an assistant for a year, then get this job and I'll be promoted by the time I'm 27, then I'm going to be here when I'm 30." My advice is that that's just not true. Do what you want to do. If you have an idea you think will change the world, it doesn't matter if you don't know anybody or where you live, start it, do it, try it. You'll find a way.

EH: Is there anything you'd like to share with the Santa Monica community?

AH: Our next event is February 11 on the Westside at V Lounge in Santa Monica. You can sign up for our L.A. email list at dybrkr.com and we'll only email you about parties in L.A. You'll meet amazing people, you're all very conscious and aware of your surroundings, you'll get a great workout in, and it's the best way to start the morning.

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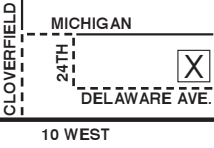


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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Night riders

Editor:

When is the SMPD going to start issuing equipment violations to “night” riders who have lights on their bicycles? Some have lights that are no bigger than a 50cent piece. They are a hazard to themselves and to motorists. The situation is worse in the winter.

The other problem, are skateboarders who use traffic lanes and bike lanes without any reflective clothing.
Mark Eichelberger
Santa Monica

Gender equality in professional team sports in America remains as tough as ever

CIVIL RIGHTS PROGRESS IN SPORTS AND SOCIETY
as a whole takes an exponential amount of time, patience and effort. Even once the mission of inclusion as been accomplished, relevancy becomes the next mission. That is usually the toughest battle.

When it comes to the involvement of women in professional sports - the individual stage such as tennis, golf and MMA serve as monuments to gender equally. female tennis stars are just as relevant as their male counterparts and Ronda Rousey - who is based in Santa Monica - is one the biggest stars in the UFC.

Team sports is still the issue in women sports in America. The only viable professional team sport league in this country is the WNBA. Their biggest star is Diana Taurasi of the Phoenix Mercury. She won two WNBA titles in 2007, 2009 and then just recently in 2014 with budding star Britney Griner right beside her.

We had no idea - probably didn't even care either - how much WNBA players make in annual salary. Once Taurasi announced on Tuesday that she will sit out the 2015 season to rest for her Russian club, we all found out the truth through the lens of our ESPN soaked televisions.

To play for UMMC Ekaterinburg in Russia, Taurasi is paid an annual salary of \$1.5 million. To play for the Mercury in what appeared as the premier pro basketball league for women, the league maximum of \$107,000. That is simply ridiculous.

This has been going on throughout her career and many other players like her. This announcement swipes the gilded curtain off the table that is the WNBA. Financially speaking, the WNBA is not only not the premier women's basketball league but is actually a side gig for these players who if anything, only benefit from participation in way of exposure in their native nation.

“The year-round nature of women's basketball takes its toll and the financial opportunity with my team in Russia would have been irresponsible to turn down,” Taurasi wrote in a letter to fans.

“WNBA players who play year-round endure tremendous wear and tear and their dedication and sacrifice in order to grow the game and the league should be applauded,” executive director of the National Basketball Players Association Michele Roberts said in a statement. “Like Diana, their contributions to the WNBA over the years cannot be overstated, especially in light of the more lucrative opportunities potentially available overseas.”

The reason why the WNBA salaries are a tenth of a million dollars is because equal wages would bring down the business of the league, a league built and supported by the NBA. Its existence as a league creates opportunity for professional participation, which is unique in the current sports landscape. They don't need to really up the salaries because they are actually one of the few monopolies in American business. There is no domestic competition. They seem to rather pay more to promote up-and-comers rather than to keep their stars from taking the summer off.

Now compound that with the incident in Cleveland in a game between your Los Angeles Clippers and their Cleveland Cavaliers on Thursday night, All-Star point

SEE GENDER PAGE 8



My Write

Bill Bauer

Send comments to editor@smdp.com

Heroes Park? How about Rick Crocker Park?

TOMORROW NIGHT, CITY COUNCIL

will review and pick an official name for what is now known as “Buffer Park” - a 2.35-acre strip of land along Exposition Boulevard between Stewart Street and Dorchester Avenue in the Pico neighborhood.

A landscaped park proposed for the location is supposed to provide a noise buffer between the new Expo Light Rail maintenance yard on the north and the single-family homes and apartments to the south. In April, the public was asked to submit names for the future park and 135 suggestions were received.

In November, the Recreation and Parks Commission reviewed the list and considered two names: “Gandara Park” and “Heroes Park.” “Gandara Park” would memorialize and honor Private Joe Gandara, a Santa Monica native who was fatally wounded by enemy fire in World War II at the age of 20.

According to the staff report to council, “Although hailed a war hero, he was passed over for awards and medals at the time of his death due to his Hispanic heritage. In March 2014, Private Joe Gandara was posthumously awarded the Medal of Honor by President Obama in recognition of his heroism and valor.”

You'd think this would be a “slam-dunk,” wouldn't you, but this is Santa Monica.

It turns out that Gandara's surviving family “would prefer one of the forthcoming Expo stations in Santa Monica be named for him.” The problem is that station names are “solely under the purview of the Los Angeles County Metropolitan Transportation Authority (Metro) and its Board of Directors” and there's no guarantee they would name an Expo stop for Gandara.

In the meantime, on Feb. 1, both City Council and Phil Brock, Chair of the Recreation and Parks Commission, were notified that the family was “humbled by the Commission's recommendation” but “did not feel that Buffer Park is an appropriate choice to honor Private Joe Gandara.”

As an alternative to “Gandara Park,” the Recreation and Parks Commission recommended “Heroes Park” to honor all Santa Monica military service members, war heroes, and veterans. The problem is that “Heroes Park” is very generic. When I think of heroes, I also think of police and firefighters - such as the public safety heroes that responded to the World Trade Center disaster on Sept. 11, 2001.

Tomorrow night, Council can make a choice or put it off. But let me add one more name to the mix: “Rick Crocker Park” for Marine Corps Major Ricardo Antonio Crocker.

He was a 10-year Santa Monica Police Officer, American Red Cross volunteer/CPR Instructor and youth worker with the Police Activities League (PAL). He was killed in Haditha, Iraq, on May, 25, 2005 - almost 10 years ago. The 39-year-old Major Crocker was assigned to the Marine Force Reserve's 3rd Civil Affairs Group, Camp Pendleton,

California. During Operation Iraqi Freedom, his unit was attached to II Marine Expeditionary Force (Forward).

Rick loved education and nature. A park would be a fitting remembrance in addition to the short section of the I-10 Freeway within the city limits already named for him.

SHOW THE WORLD YOUR STUPIDITY

Anyone who posts on the Internet or has been published in a newspaper (including me) has probably been the subject of insults by “anonymous” trolls who don't understand the issues or who think they're clever.

Hiding behind a phony identity amps up the abusive quotient. I've been told that most abusive and misogynistic comments come from angry, middle-aged or older men who have nothing to do but go online, show their ignorance and spew insults. One mistake most trolls or “flamers” make is assuming something that's not true.

Fabricating lies, mixing up facts or drawing unwarranted, false and ridiculous conclusions are common. Trolls prefer to attack the person, not their position. Haters are going to hate.

Laura Wilson has been at war with her next-door neighbor, the Palihouse Hotel (formerly the Embassy Hotel and Apartments). Wilson claims Palihouse is a noisy nuisance destroying her quiet neighborhood and that hotel owners/managers have done little to mitigate problems.

Wilson has been recording disruptive activity at the Palihouse from her apartment next door and posting the incidents on YouTube. Her latest is audio of a couple of Palihouse guests making loud, passionate love in their room - just feet from Wilson's bedroom window. Her video has been linked on a number of Internet sites, including LA.Curbed.com - a popular Los Angeles area real estate and development blog.

More interesting than the video itself are the crude and off-base responses by dozens of Curbed visitors. For example: Going Up posts, “(Wilson) ... ought to be living on a farm in Kansas.” Thanks for sharing.

Wanderer: “ ... been a hotel for a long time, so it's not a case of the “nuisance” recently arriving in the neighborhood.” Wanderer apparently doesn't know that the present operation has expanded considerably.

Clearvision: “This woman is one of the leaders of the no-growth movement in Santa Monica. She is one of the thought leaders behind SM's dark money group, SMCLC and provides most of the thinking behind the SMAart Architect group of no-growthers.” Clearvision's vision isn't very clear and he/she is laughingly ignorant.

SomeDood: “Maybe if she shut her windows facing Third ... “ Won't do any good. She doesn't face Third Street, she faces Palihouse.

Wally West: “She's a cancer to SM ... She either needs a hobby or someone to show her a good time.” West's idea of a good time is picking lint out of his navel.

BILL can be reached at mr.bilbau@gmail.com.

PUBLISHER

Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF

Matthew Hall
matt@smdp.com

STAFF WRITER

David Mark Simpson
dave@smdp.com

Jeff I. Goodman

jeff@smdp.com

STAFF PHOTOGRAPHER

Paul Alvarez Jr.
editor@smdp.com

Morgan Genser

editor@smdp.com

CONTRIBUTING WRITERS

Bill Bauer, David Pisarra,
Charles Andrews, Jack Neworth,
Lloyd Garver, Sarah A. Spitz,
Taylor Van Arsdale, Merv Hecht,
Cynthia Citron, Michael Ryan,
JoAnne Barge, Margarita Roze

VICE PRESIDENT-

BUSINESS OPERATIONS

Rob Schwenker
schwenker@smdp.com

JUNIOR ACCOUNT EXECUTIVE

Rose Mann
rose@smdp.com

OPERATIONS MANAGER

Jenny Medina
jenny@smdp.com

PRODUCTION MANAGER

Darren Ouellette
production@smdp.com

ASSISTANT GRAPHIC DESIGNER

Cocoa Dixon

CIRCULATION

Keith Wyatt
Osvaldo Paganini
ross@smdp.com

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Inside/Outside

Michael Feinstein

Send comments to mfeinstein@feinstein.org

Better candidate forums in our future?

IT COSTS A LOT TO WIN A CITY COUNCIL seat in Santa Monica. One citywide direct mail piece costs close to \$20,000, and direct mail is necessary to win, because it's the only way to reach most residents.

Between what candidates raise themselves and the value of independent expenditure campaigns on their behalf, a winning campaign can easily cost \$200,000 to \$300,000, and several have cost far more.

One antidote is supposed to be the many candidate forums that community and civic organizations sponsor. But despite best efforts and intentions, it's generally the same small number of people who attend, most of whom already know and support some of the candidates.

Other than election programming by CityTV, none of the other forums are televised either. Those that are video recorded, often only slowly make their way onto YouTube, after momentum is lost.

Not only does the high cost of elections favor certain candidates and interests. But since so much money comes from independent expenditure campaigns, winning an election largely revolves around getting those endorsements. That means small numbers of people who make those endorsements control large amounts of political spending that decide our public officials.

To decrease the relative role of money in local elections and promote a more informed electorate, I successfully promoted a substantial increase in CityTV coverage of ballot-qualified candidates (while on the Council in the mid-to-late 1990s), valued today at approximately \$12,000 to \$15,000 per candidate. Candidate statements, interviews and forums are broadcast on CityTV for up to a month before the election, as well as posted on YouTube, providing a floor of information to every voter about every candidate - meaning this is a voters' rights issue at its core.

Can we expand this approach of utilizing our public infrastructure to better inform residents? Can we make it easier for people to attend candidate forums - and make the forums themselves more informative?

One way is to hold a series of Meet & Greet/Candidate Forums at easily accessible neighborhood schools, parks, libraries and other venues, and food from local eateries.

More people would attend because they will be able to easily walk, bike, or bus/drive a short distance within their neighborhood. Having good food will also make it easier to come from work, rather than going home for dinner. Everyone likes a free meal, and breaking bread during election season is good community building.

To get into more depth on the issues, and to give voters a clearer sense of the candidates, we also need to coordinate topics among these forums. Right now we suffer from too many similar questions at multiple forums, with answers limited to 30 to 60 seconds. That's all the further we get on many issues, with rarely a follow up.

The forum formats should include both candidate panel/q&a/moderated discussion, and unstructured social time with candidates mixing freely with residents, and probably run three hours to embody it all. That personal time is something we especially

want to encourage, where voters can meet the people who would represent them.

Those who've campaigned door-to-door know it's a spiritual experience talking to residents at their homes. But not everyone has the freedom to spend hours walking precincts. Even for those of us who do, there are many more voters we don't reach. Neighborhood Meet & Greet/Candidate Forums would put many more residents and candidates together in the same room, without requiring big money. Word of mouth would spread organically afterwards.

Of course, not everyone can or wants to come in person. That means livecasting on the web, because people are most likely to watch something live. For the forums not televised by CityTV, there are free tools like Ustream (www.ustream.tv) - which was used to effectively livecast the General Assemblies of Occupy LA (mic check!).

Promotion of the forums should include an aggressive email, social media and door hanger 'push' strategy - publicizing 'where and when', and online video links. By combining emails from the registered voter list, supplemented by commercial services, it would be easy to create a list of over 20,000 Santa Monica residents (with an 'opt out' option for those who decline further notice.)

The next task is to establish/identify a coordinating entity to bring together the numerous groups and organizations that already host candidate forums, to mix and match them into this new format - and to ensure a geographical distribution of venues. This coordinating entity could also facilitate the video taping/livestreaming, and produce an election calendar (including when the questionnaires are scheduled) something else that could benefit from coordination (that's another column.)

Given the wide variation among community organizations, including the press, coordinating issues/topics would be challenging. Some organizations make endorsements, and there are different concepts of what is a level playing field.

The City can't do it - it has nonpartisan standards that limit which events it can be involved with. Concurrently, not every group would want to be so constrained. The League of Women Voters of Santa Monica Education Fund and City TV of Santa Monica already produce CityTV broadcasts according to those standards.

What the City could also do is explore more aggressive email outreach to these 20,000+ residents, to promote CityTV events and coverage, and the smvote.org page - an 'Electronic Seascape' of sorts for the election season. The City and the League could also co-sponsor one of the neighborhood-based forums.

Discussions should begin among those traditionally involved in non-partisan election education like the League of Women Voters, along with groups that have done candidate forums, past candidates and others - with the goal to develop a concept, framework and budget before candidates start declaring next year.

Elections are a chance to know ourselves every two years. Let me know your ideas on improving elections in Santa Monica, especially what would lead you to attend (or watch) candidate forums, if you don't already.

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WILLIAMS

FROM PAGE 1

Williams says the anterior cruciate ligament tear came in the first game of the year, but he didn't have surgery right away. Instead he sat out a tournament and "felt great," so he played in five more games. But on Jan. 4, 2014, during a game in the Jordan Take Flight Challenge at Redondo Union High School, Williams' knee failed him on a pivot move.

"I tried to come back," he says. "I was trying to come back, but it just gave out. ... I don't get discouraged by anything. When I found out about my ACL, everybody was devastated. But I thought, 'This is where the real work begins.' I erased the negativity and said, 'I'm going to come back 100 times better.'"

Surgery was a necessity, a reality he was forced to accept. It was out of his control.

What he could control, though, was his approach to physical therapy.

Williams recalls walking into a rehabilitation facility the day after his procedure and being asked about a desired timetable for recovery. He says his answer - four months - drew a laugh from the staffer.

"He thought I was playing," Williams says. "But I was serious."

He was tenacious about his training. He advanced quickly through the facility's four color-coded progress levels, first yellow, then green, then blue, then black.

Three months after his surgery, he says, he was already shooting around. He actually got a little carried away, earning a scolding after throwing down a reverse alley-oop dunk on a lob from his cousin. Four months removed from the operation, Williams says, he scored a perfect 50 on an agility test.

His strength was back.

And by the time practice began for his senior season with the Vikings, he says, several college coaches lamented overlooking a player who had already made his decision.

"He's made a remarkable recovery in a short amount of time," Samohi coach James Hecht says. "He continues to develop strength in his leg and confidence in his leg. His timing is getting better. The work he's put in since the surgery to get to this point has been incredible."

COLLEGE

Like many decisions in life, the recruiting process often hinges on the little things.

And as New Williams powered his way back from the ACL injury, he paid close attention to the details. To him, they mattered.

Several schools backed off completely. One college sent him weekly letters from the time he had surgery to the end of his rehab, then later pulled its offer. Another was too aggressive, repeatedly calling him during school hours. Auburn played it cool, keeping in touch without seeming desperate.

The Tigers were certainly appealing as a rejuvenated program, not only in a confer-

ence that includes the nation's current No. 1 team but on a campus that offers business and pre-law courses.

Williams could develop his skills under a vivacious coach in Bruce Pearl, who is hoping to manufacture a renaissance at Auburn after taking Tennessee to the NCAA Tournament six years in a row.

Pearl, a former national coach of the year who entered the 2014-15 season with a 462-145 career record, envisions the Santa Monica product at point guard.

"New Williams is a high major prospect both on and off the court," Pearl says in a release, calling him one of the most athletic players on the West Coast. "He comes from a great family, has a great work ethic and a great foundation. Had he not undergone ACL surgery last spring that kept him out for the summer, he would have been recruited by all the Pac-12 schools."

The positive feelings Williams had about Auburn were confirmed during his official visit. He stayed a few nights, hung out with the team, toured the campus and went to a football game. One fan identified the four-star recruit and asked for his autograph.

"As soon as I got on the campus, I already had that vibe - I don't know what it was," he says. "I just knew it was going to be the place for me. As soon as I stepped out of the car, I knew that's where I wanted to go. I didn't say anything, but from that moment I knew. ... I feel I can come in and make an impact as soon as I get there."

Adds Hecht: "He'll do just fine (in college). He's got the heart of a lion. He's not going to back down from any challenge. Whatever has to be done, he'll do. He has the drive, the hunger to succeed."

REFLECTIVE

Some days, Williams feels invincible. Other days, he experiences swelling and stiffness in his knee.

Every day he's reflective, grateful to be back on the court, even glad - yes, glad - that he went through an ACL injury.

"I felt it was a blessing," he says. "It made me a more cerebral player. I had to watch the game more than I would've, and now I see things on the court that I may not have seen."

Validation of Williams' progress came last month, when he was nominated to play in the McDonald's All-American Game. Although he didn't make the final cut for the annual showcase - the final roster included just one California product - he appreciated what the gesture meant.

"That felt great," he says, "not because it was a big deal to make the game but because people told me that because of my injury it's not going to happen. I told them, 'No, it's going to happen. I'm at least going to be acknowledged.' That was a big deal for me. When I found out, it made me feel like, 'See?' I wanted to show everybody I'm capable, even with the injury."

"Everybody thought this would hinder me, but it made me better."

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Ad Council

ADJOURN
FROM PAGE 1

meet her as a student and we actually formed an alumni group, I guess it was back in the '70s, and she was one of our recipients of a scholarship," Mayor Pro Tempore Tony Vazquez said at last month's council meeting.

She was a frequent contributor to National Public Radio, wrote on television comedies, and was highly influential to many mainstream rock bands from the 1990s.

Her book of poetry and short stories, "Chicana Falsa," has been lauded by many.

Serros was 48-years-old and her death inspired numerous tributes from California writers and artists.

ROLFE WYER

Rolfe Wyer, who was married to Santa Monica community activist Doris Sosin, died later last year.

"Rolfe became involved in Santa Monica politics, especially historic preservation, zoning laws, overdevelopment, and tree planting throughout the city," Mayor Kevin McKeown said, reading from Sosin's letter.

Sosin, a former Recreation and Parks Commission member, help found the North of Montana Association. She called Wyer a "gentle giant" who was looked up to by the entire family.

"Doris' e-mail to me concluded, and I promised I would include this, 'by the way,

this distinguished gentleman was very handsome." McKeown said.

BARBARA FERSTEAD

In an early January meeting, council honored Barbara Ferstead, who worked at the Main Library from 1951 to 1991.

"That forty years of service to the city was impeccable and she'll long be remembered by the many people she touched," McKeown said.

Ferstead's daughter, Kyle Ferstead, works as the Planning Commission secretary.

VIVIAN BRADLY SPURGIN

Former Mayor Bob Holbrook passed condolence along to the council for Vivian Bradley Spurgin, who died in December.

"In 1945 she married Herb Spurgin and they were together for over 50 years, both were extremely active in the Santa Monica community," Councilmember Ted Winterer said, reading from Holbrook's note.

She spent almost 30 years in the Santa Monica public schools, most of them at Lincoln Junior High School teaching music.

"She created and directed 'Musical Cheers,' which sold out almost every show from 1962 to 1975," Winterer said.

She stayed involved with the Santa Monica Retired Teachers Association and did voice-over commercials later in life. Her service was held at the First United Methodist Church in Santa Monica.

DAVE@smdp.com

NAMES
FROM PAGE 1

or "George Ishihara Memorial Park."

Joe Gandara grew up in the Pico Neighborhood, just blocks from the location of the proposed park, and was killed protecting his comrades in Amferville, France during World War II.

He was passed over for the Medal of Honor, likely because he was a Mexican-American.

Earlier this year, President Barack Obama righted that wrong, posthumously awarding Gandara the medal.

Twelve survey-takers suggested honoring Toypurina, a Tongva/Gabrieliño medicine woman who led a failed uprising against Spanish colonizers.

There were six submissions for George Ishihara, a Pico Neighborhood resident who fought in the highly decorated Japanese-American 442nd Regimental Combat Team during World War II. Ishihara moved to Santa Monica in 1958.

"Heroes Park" could serve as a catch-all, including the three above-mentioned figures and more. Buffer Park is proposed to be long and thin - a row of smaller segments or pocket parks. It's been described by city officials as a "series of garden rooms." Each pocket could be named after a different hero.

Other suggestions from the survey included "Hobo Junction East," "Cookies and Cupcake," and "Too Damn Close to the Sidewalk Park."

The naming of Tongva Park, the city's most recently completed park, was not without its dissenters. Many in the community favored the name, which honors the indigenous people of the Los Angeles area. Members of the Kizh Nation spoke at the council meetings, claiming that the name

doesn't accurately describe all of the different tribes living in the area.

The name was approved in a 4 to 1 vote, with outgoing City Councilmember Bob Holbrook dissenting.

NOISE ORDINANCE UPDATE

Last year, after a protester at a local hotel was cited for violating the current noise ordinance, the American Civil Liberties Union (ACLU) threatened litigation. They asked that the ordinance be amended, claiming that it's unconstitutional because the decibel limits are unreasonably low.

City attorneys believe the current ordinance is constitutional but are putting forth some changes "to improve the ordinance and respond to the ACLU's concerns."

"While the decibel limits would be retained, the proposed ordinance would alter the exemptions," city attorneys said in the report to council. "They would be modified so that the decibel limits would not apply to activities on public property, including streets and parks. This would eliminate the issue of whether the decibel limits unlawfully interfere with the exercise of First Amendment rights in public forums. Instead, noise would be limited in public spaces by the new, general prohibition on excessive noise."

Additionally, the new ordinance would prohibit noises that "unreasonably disturb the peace, quiet and comfort of persons of normal sensitivity" and noise that is "so harsh or prolonged or unnatural or unusual in [its] use, time or place as to cause physical discomfort to any persons of normal sensitivity."

City Council will consider these, and other changes to the law, on Tuesday.

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MONDAY – FAIR TO GOOD – SURF: 4-6 ft shoulder high to 1 ft overhead occ. 7ft
BIGGEST LATE with plus sets at standouts; Fresh West-WSW swell builds in; Small SSW-South swell slowly eases; Incoming tide push helps most spots through the morning;

TUESDAY – FAIR TO GOOD – SURF: 4-7 ft shoulder high to 2 ft overhead occ. 8ft
BIGGEST EARLY; Watching for good size West-WSW swell, which will be easing through the day, STAY POST-ED - still pending development - subject to change;

WEDNESDAY – FAIR TO GOOD – SURF: 3-5 ft waist to head high
BIGGEST EARLY; Fading West-WSW swell, STAY POSTED - still pending development - subject to change

THURSDAY – POOR TO FAIR – SURF: 2-3 ft Knee to chest high
Old W-WSW swell continues to fade, but watching for a new W-WNW swell to possibly fill in through the day.

BEACH REPORT CARD



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Grades for this report are based on monitoring data from the previous 30 days up to the ending date of January 12, 2015

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QUICK STATS (for the last 30 days)

Number of sewage spills -- 0

Number of beach closures due to a sewage spill -- 0

Number of wet days -- 14

Number of A grades for dry/wet weather -- 33/20

Number of (C,D,F) grades for dry/wet weather -- 5/19

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Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for at least 3 days after a rainstorm. After a rain, indicator bacteria counts at beaches throughout California usually far exceed health criteria in the state's Beach Closure and Health Warning Protocol.

LOCATION	DRY	WET
Lee Canille Beach, at Arroyo Sequit Creek mouth.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lachasa and Los Aliso creeks.		
Escalante Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	B	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildfire Rd. (private).	A+	F
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	A+
Escalante Creek, just east of Escalante State Beach.	A+	F
Lariga Canyon Creek mouth.	F	A+
Solstice Canyon at Dee Blocker County Beach.	A+	D
Puerto State Beach at creek mouth.	A+	A+
Marin Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	A+	F
Serfider Beach at Malibu Colony fence.	A+	F
Serfider Beach (beach location) - daily.	A	F
Malibu Pier - 50 yards east.	ns	F
Carbon Beach at Sweetwater Canyon.	A+	F
Los Flores State Beach at Los Flores Creek (joint rent).	A+	A+
Big Rock Beach at 19948 PCH stairs.	A+	A+
Pena Creek at Los Flores County Beach.	A+	F
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	A	B
Carderock Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	B	F
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	B	A+

LEGEND

DRY -- each location is graded on an A -- F scale based on bacterial pollution levels present in the surf zone

WET -- grades for days of recorded rainfall and the following 3 days

ns -- no sample taken

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	A+
Will Rogers State Beach at Pulga Canyon storm drain.	A	F
Will Rogers State Beach at Temescal Canyon drain.	A+	A+
Will Rogers State Beach at Santa Monica Canyon drain (Chatsaugas).	B	B
Santa Monica Beach at Montana Ave. drain.	A+	A+
Santa Monica Beach at Wilshire Blvd. drain.	A+	F
Santa Monica Municipal Pier.	C	C
Santa Monica Beach at Pico/Xanter storm drain.	A	D
Santa Monica Beach at Strand St. (in front of the restaurant).	A+	A+
Ocean Park Beach at Adeline Ave. drain.	A+	B
Venice City Beach, at the Rose Ave. storm drain.	A+	F
Venice Beach at Brooks Ave. drain.	A+	A+
Venice Beach at Windward Ave. drain.	A	F
Venice Fishing Pier - 50 yards south.	F	A+
Venice Beach--projection of Topical St.	A+	D
Marina del Rey, Mothers' Beach--lifeguard tower.	F	B
Dockweiler State Beach at Ballena Creek mouth.	ns	ns
Dockweiler State Beach at Calver Blvd. drain.	A	F
North Westchester Storm Drain at Dockweiler State Beach.	B	B
Dockweiler State Beach at World Way (south of DWR jetty).	A+	A+
Dockweiler State Beach at Imperial Hwy drain.	A+	F
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Dockweiler State Beach at Grand Ave. drain.	A+	A+

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MONDAY, FEBRUARY 9, 2015

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GENDER

FROM PAGE 4

guard Chris Paul and his teammates were hit with five technical fouls in a 105-94 loss. Paul's t-foul came with 10:17 left in the third quarter when he tried to get the inbounds pass quickly, but instead was T'd up for questioning rookie NBA official Lauren Holtkamp.

Holtkamp became the third female full-time NBA referee this season. When doing her job, she gets hit with this.

"It's bulls---, it keeps happening," Clippers small forward Matt Barnes said. "Some of these I earn and some of them I don't, but it's crazy to get a technical foul for pulling your arm away and a technical foul for saying, 'Just don't give them the game.' If you can't play with emotion, I don't see how you can play."

"I think we have to show better composure, but at the same time some of [the technical fouls] were ridiculous," said Paul, who is also the president of the NBA Players Association. "The tech that I get right there was ridiculous. I don't care what nobody says, I don't care what she says; that's terrible. There's no way that can be a tech. We try to get the ball out fast every time down the court, and when we did that, she said, 'Uh-uh.' I said, 'Why, uh-uh?' And she gave me a tech."

"That's ridiculous," he added. "If that's the case, this might not be for her."

The referees' union backs Holtkamp and deems her calls to be "fully justified." General counsel Lee Seham says in a statement the union "deplores the personal and unprofessional comments made by Chris Paul. She belongs." So at least there is equal solidarity in that union.

The Clippers lead the league with 58 technical fouls - including 11 by Barnes, who leads the league. Maybe in her case, it was the wrong team at the wrong time.

The idea that Paul's comments questioning Holtkamp's qualifications as a referee in her first NBA season while being the team that leads the league in technical fouls - which means there's one other female ref and a bunch of male refs who hit them with similar discretion - can be seen as sexist and a setback for women in professional sports serves as an indicator of how far we are in gender equality in American pro team sports.

Basketball is America's sport, as well as the only battleground for gender equality in professional team sports. If things don't improve at a faster rate, then it would end up more seemingly that female athletes are literally and figuratively, on their own in the quest for athletic fame.

TONY CAPOBIANCO



GIRLS SOCCER

Morgan Genser editor@smdp.com

Sophia Beglari from the St. Monica High School girls varsity soccer team battles for the ball against St. Genevieve High School at the Santa Monica Airport soccer field on Feb. 5 as St. Monica's hosted St. Genevieve in a Camino Real League game and won 2-1 to improve their record to 5-2 in league play and 11-6-1 overall.

GIRLS BASKETBALL

Morgan Genser editor@smdp.com

Amanda Foshag fights through a group of Culver City High School players as she chases after a loose basketball at Santa Monica High School on Feb. 6. Samohi hosted Culver in an Ocean League basketball game and lost 48-36. With the loss, Santa Monica's record falls to 2-6 in league play and 817 overall.

BOYS BASKETBALL

Morgan Genser editor@smdp.com

Joshua Modabber from the Santa Monica High School boys varsity basketball team goes for a lay-up at Santa Monica High School on Feb. 6 as Santa Monica hosted Culver in an Ocean League game and won 51-26, improving their league record to 6-2 and 11-13 overall.



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KNOW BEFORE YOU GO

Expo Light Rail

For the week of Feb. 9, please note the following activities:

5th Street between I-10 and Colorado Avenue - Northbound and Southbound lane closures. Delays expected.

20th Street between Olympic Blvd. and Broadway Ave. - Construction scheduled during daytime hours. Lane closures planned and traffic will be maintained.

Colorado Avenue between 5th and 19th streets - Expect westbound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between 6th and 18th Street will have limited access at Colorado.

26th Street between Olympic Blvd. and Cloverfield Ave. - Construction scheduled during daytime hours. Lane closures planned and traffic will be maintained.

Stewart St. between Olympic Blvd. and Exposition Blvd.- Northbound and southbound lane closures during daytime hours, traffic will be maintained.

Olympic Blvd. between 20th St. and Stewart St. - Eastbound and westbound lane closures between 9 a.m. and 3 p.m. from Monday to Friday.

For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Bus Shelter Construction

For the week of Feb. 9-15, citywide installation of new bus shelters will continue. Construction will involve stop closure, intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:

Colorado
1610 Colorado between 16th and 17th (South side Colorado)

1701 Colorado between 17th and 18th (North side Colorado)

Lincoln
957 Lincoln between Washington and Idaho (East side Lincoln)

814 Lincoln between Montana and Idaho (West side Lincoln)

Olympic
2600 Olympic between Stewart and 26th (South side Olympic)

2601 Olympic between Stewart and 26th (North side Olympic)

Pico
3311 Pico Blvd between 33rd & Urban Ave. (North side Pico)

3238 Pico Blvd between 32nd & 33rd. (South side Pico)

1409 Pico Blvd between 14th & 20th. (North side Pico)

2121 Pico Blvd between 21st & Cloverfield. (North side Pico)

2228 Pico Blvd between 22nd & 23rd. (South side Pico)

Santa Monica
1330 Santa Monica between 13th and 14th (South side Santa Monica)

Wilshire
1025 Wilshire between 10th and 11th (North side Wilshire)

14th Street
1139 14th between Wilshire and California (East side 14th)

1601 14th between Colorado and Olympic (East side 14th)

17th Street
1602 17th between Colorado and Olympic (West side 17th)

Traffic control measures will be employed in all work zones. Use alternate routes whenever possible. For all bus boarding information, please visit www.bigbluebus.com/bsip or call (310) 451-5444. For construction information, please contact Alex Parry, Project Manager at (310) 458-8981.



Tree Trimming

The City's annual tree pruning program will take place on Dorchester Avenue from Exposition to Virginia Avenue, Yorkshire Avenue from Exposition to Virginia Ave., and Harvard Street from Wilshire to Colorado. For further information, please contact Matthew Wells, Urban Forester at (310) 458-8974.

Annual Paving & Sidewalk Repair Project

The contractor will be performing dig-outs which are localized asphalt repairs on 20th Street between Arizona Ave and Montana Ave., 4th Street between Montana to San Vicente, 6th Street between Colorado to Montana, 10th Street between Santa Monica to Arizona, and Euclid between Wilshire to Montana. Please expect some delays and use alternate routes when possible. Construction time is 8 a.m. to 6 p.m. Monday through Friday. City staff will work to minimize any inconvenience that this work may cause you and thank you for your cooperation. Should you have any questions, please contact: Chuck Stagner, Field Inspector, (714) 925-4628, and Hany Demitri, Civil Engineer, (310) 45-8721, ext. 5385.

Water Main Replacement Project

For the week of Feb. 9, the contractor will be installing water main pipe on Ocean Ave. between California Ave. to Wilshire Bl. (M-Th 8 a.m. to 6 p.m.), Ocean Ave. between Colorado Ave. and Moomat Ahiko Way, and on Olympic Blvd. Between 17th St. to 19th St. (M-F 8 p.m. to 6 a.m.). For more information, please contact Eric Schoenen, CM/Inspector at (424) 625-3445 or City's contact: Carlos Rosales, PM at (310) 458-8721, x2620.

Private Development

Southern California Edison (SCE) - Underground Structure replacements: at Broadway between 5th and 6th: Lane closure due to vault removal; at Main & Pico: conduit installation, northbound lanes closed, detours; at Montana Avenue between 12th and 17th: laying AC paving, lane closures; at Main & Marine: paving operations; at Colorado between Ocean and 2nd St.: right lane closed on Colorado. Work is ongoing through Feb. 15. For electrical emergencies, please call 800-611-1911.

Santa Monica-Malibu USD - Santa Monica High School. Michigan Ave. sidewalk closed between 7th Ct. and 7th St. for ongoing Construction Work through 2015. Signs are posted to direct pedestrians to use the crosswalk and reach the campus from the Southwest corner of Lincoln and Michigan. For more information, please contact Gary Bolin at (310) 399-5865 ext. 79-394. Macerich Arclight Theatre - Construction of new Arclight Theatre at Colorado Ave. and 4th Street. Possible southbound lane closures on 4th Street and Westbound Colorado Ave.

For more information, visit KBUG, our Facebook page SMConstructs, and the construction notice at: www.facebook.com/SMConstructs, www.smgov.net/departments/publicworks/civen_g_kbug.aspx.



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CROSSWORD

By THOMAS JOSEPH

- ACROSS**
- 1** Postmark feature
- 5** Play groups
- 10** Perfect place
- 11** Block-heads
- 13** Parachute pull
- 14** January birthstone
- 15** First name of 34-Across
- 17** “Aw, shucks!”
- 18** Some horse-shoes throws
- 19** — tree (cornered)
- 20** Methane or ethane
- 21** Pinochle score
- 22** Pole tossed by Scots
- 25** Parker of films
- 26** Finished
- 27** Salon stuff
- 28** Fellow
- 29** Store giveaway
- 33** Show — (entertainment industry)
- 34** February honoree
- 35** Late hour
- 37** Foot or furlong
- 38** Said no to
- 39** Shake-spearean king
- 40** Body shop challenges
- 41** Whirlpool

M	A	C	A	W	S		L	A	D	D
A	R	A	R	A	T		I	C	E	R
C	O	S	T	L	Y		F	I	F	E
E	M	A	I	L		R	E	D	I	D
S	A	S	S		F	I	R	I	N	G
			A	S	I	F		T	E	E
	P	I	N	K	F	L	O	Y	D	
M	E	N		I	T	E	M			
A	R	T	E	R	Y		I	R	O	N
S	C	E	N	T		S	C	U	B	A
K	A	N	T		S	U	R	F	E	D
E	L	S	E		A	R	O	U	S	E
D	E	E	R		T	E	N	S	E	R

Saturday's answer

- 9** Church topper
- 12** Unwavering
- 16** Get news of
- 21** Chemistry class model
- 22** Did a thorough search of
- 23** Made use (of)
- 24** Chemical solvent
- 25** Hammer part
- 27** Reduces to powder
- 29** Group of ships
- 30** Like fillets
- 31** Homer work
- 32** Ledger item
- 36** Coq au —

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1	2	3	4		5	6	7	8	9		
10					11					12	
13					14						
15					16				17		
18									19		
				20				21			
22	23	24				25					
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28					29				30	31	32
33					34						
35				36				37			
38								39			
	40							41			

2-9

MYSTERY PHOTO

Matthew Hall matt@smdp.com



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Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle. The difficulty level ranges from (easiest) to (hardest).

Difficulty Level ★

GETTING STARTED

There are many strategies to solving Sudoku. One way to begin is to examine each 3x3 grid and figure out which numbers are missing. Then, based on the other numbers in the row and column of each blank cell, find which of the missing numbers will work. Eliminating numbers will eventually lead you to the answer.

SOLUTIONS TO YESTERDAY'S PUZZLE

8	5	7	2	1	9	4	3	6
1	2	9	3	6	4	5	8	7
4	3	6	7	8	5	1	2	9
6	4	2	5	9	7	8	1	3
7	9	5	8	3	1	6	4	2
3	8	1	6	4	2	9	7	5
2	6	8	1	5	3	7	9	4
9	1	3	4	7	6	2	5	8
5	7	4	9	2	8	3	6	1

		6			1		8	
9			6	7	2			
		3				6		7
8	1			6			9	
	3		5	1	7		6	
	4			8			5	2
4		8				5		
			1	3	9			8
	7		4			9		

King Features Syndicate

ward better health care? start asking more questions. to your doctor. to your pharmacist. to your nurse. what are the test results? what about side effects? don't fully understand your prescriptions? don't leave confused. because the most important question is the one you should have asked. go to www.ahra.gov/questionsandanswers or call 1-800-801-AHRA (2477) for the 10 questions every patient should ask. questions are the answer.

Ad

TODAY IN HISTORY

- 1870** - President Ulysses S. Grant signs a joint resolution of Congress establishing the U.S. Weather Bureau.
- 1889** - President Grover Cleveland signs a bill elevating the United States Department of Agriculture to a Cabinet-level agency.
- 1895** - William G. Morgan creates a game called Mintonette, which soon comes to be referred to as volleyball.
- 1900** - The Davis Cup competition is established.
- 1904** - Russo-Japanese War: Battle of Port Arthur concludes.
- 1920** - Under the terms of the Svalbard Treaty,

- international diplomacy recognizes Norwegian sovereignty over Arctic archipelago Svalbard, and designates it as demilitarized.
- 1922** - Brazil becomes a member of the Berne Convention copyright treaty.
- 1934** - The Balkan Entente is formed.
- 1942** - Year-round Daylight saving time is re-instituted in the United States as a wartime measure to help conserve energy resources.
- 1943** - World War II: Allied authorities declare Guadalcanal secure after Imperial Japan evacuates its remaining forces from the island, ending the Battle of Guadalcanal.

NEWS OF THE WEIRD BY CHUCK SHEPARD

- The Project Theater Board at Mount Holyoke College in South Hadley, Massachusetts, decided in January to cancel its upcoming annual presentation of the feminist classic “Vagina Monologues.” The all-women’s college recently declared it would admit males who lived and “identified” as female (regardless of genitalia), and the basis for cancellation of “Vagina Monologues” was that the unmodifiable script is not “inclusive” of those females -- that it covers only experiences of females who actually have vaginas.
- In weird-news (and medical) literature, the rectum is a place for storage of contraband (and, occasionally, for getting things undesirably lodged). In what a National Post of Canada reporter believes is a brand-new example of the former, a gastroenterologist at Vancouver’s St. Paul’s hospital found a vial of urine inside a man who reported to the ER with abdominal pains. According to the doctor’s medical journal case description, the rectum was chosen in order to keep the urine at body temperature for an imminent methadone clinic drug test, which, if the urine passed “clean,” would have entitled the man to the privilege of “take-home” methadone that he could either bank for later use or sell on the street. (He feared the loss of privilege, though, if the urine tested at room temperature.)

AT HOME TONIGHT, SAG

ARIES (March 21-April 19)

★★★★ You have the ability to move through issues quickly. You often draw others toward you to help resolve problems. Though you are an initiator, you like to hear many different ideas. You'll bypass a problem today because of these innate skills. Tonight: Be with a favorite person.

TAURUS (April 20-May 20)

★★★ You might feel pressured by someone who knows you well. The real issue will be figuring out how to resolve this problem. You have the ability to see through people's games, but you will need to incorporate diplomacy in order to succeed. Tonight: Defer to someone else.

GEMINI (May 21-June 20)

★★★★ You might be full of creative ideas in the morning, yet by the afternoon, you could be questioning how you should carry them out. Know that your practical side is likely to emerge, which could hinder you from achieving what is possible. Tonight: Play it easy.

CANCER (June 21-July 22)

★★★★ Fun events will emerge, which could open up many opportunities. How you see someone is likely to change as you understand how important this person's needs are. You'll want to be supportive and able to offer whatever you can. Tonight: Allow the fun to begin.

LEO (July 23-Aug. 22)

★★★★ Your enjoyment of others sometimes needs to be restrained, especially when negotiating or checking out a serious investment. On the other hand, people just meeting you for the first time could be disarmed by your charm. Tonight: Happily entertain at home.

VIRGO (Aug. 23-Sept. 22)

★★★★ You could be too serious about dealing with a financial matter. You might convey deep concern and likely will encourage others' trepidations. Say less for now. In a few days, you will see your tune change. Tonight: Catch up on a close friend's news.

LIBRA (Sept. 23-Oct. 22)

★★★★ If you want others to listen, present your ideas early in the day so that you can achieve the best results. You could become concerned about your finances and whether you can afford the expenses that you have your eye on. Only you can make this decision. Tonight: Time to treat.

SCORPIO (Oct. 23-Nov. 21)

★★★★ Though you might be out of sorts in the morning, you'll perk up by the afternoon. Your charisma will draw in more of what you want. Trust in your ability to express yourself and have others come to your way of thinking. Tonight: Beam in what you want.

SAGITTARIUS (Nov. 22-Dec. 21)

★★★★ Use the morning to the max. Your ability to communicate effectively will be at its peak during that time. You can manifest much of what you desire. As the day goes on, you will want to relax and think about a decision or how to proceed. Tonight: At home.

CAPRICORN (Dec. 22-Jan. 19)

★★★★ You'll begin to understand how many responsibilities have been dropped on you lately. Take your time absorbing this information, and then decide whether you would like to change this situation. Reach out to a loved one for feedback. Tonight: Get together with friends.

AQUARIUS (Jan. 20-Feb. 18)

★★★★★ You'll have the energy to go after what you want. Your mind often works overtime and takes you to some strange places, but not right now. You are on target with having a situation go your way. Know that you will carry most of the responsibility. Tonight: Till the wee hours.

PISCES (Feb. 19-March 20)

★★★★ Togetherness seems to be the theme today. When having important conversations, make sure that they're on an individual basis. In the afternoon, you might want to detach a bit. Do you feel as though you are on the right path? Tonight: Relax, play a game or surf the Web.

Monday, February 9, 2015

This year you have more control over your life than you have experienced in a while. You have the ability to detach and see the big picture, which helps you choose your commitments. Others will look to you for leadership, and you will serve as a role model. If you are single, you open up to a different type of person who exposes you to different cultures. You are likely to get involved in a very romantic bond within the next 12 months. If you are attached, your interactions with your sweetie take on a new tone. You will better understand where your significant other is coming from. SCORPIO can be demanding and as stubborn as you are!

JACQUELINE BIGAR'S STARS

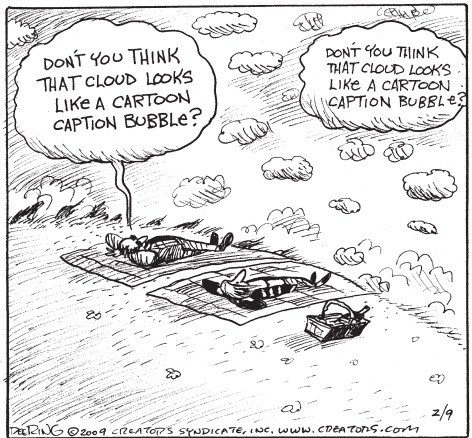
The stars show the kind of day you'll have:

★★★★★ Dynamic	★★ So-So
★★★★ Positive	★ Difficult
★★★ Average	

Speed Bump By Dave Coverly



Strange Brew By John Deering



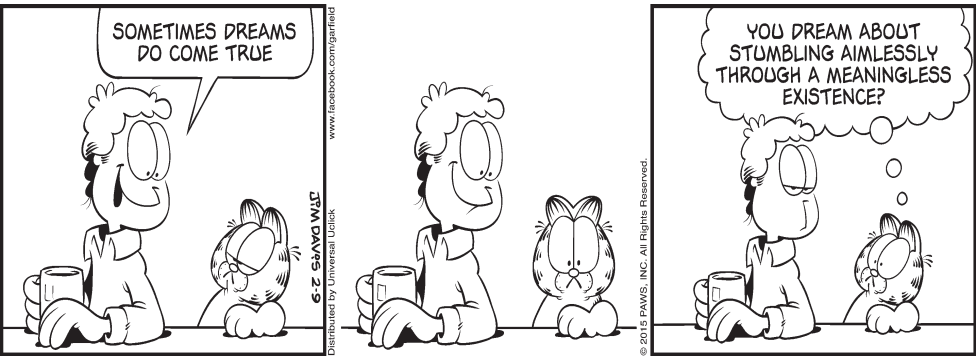
Dogs of C-Kennel

By Mick and Mason Mastroianni



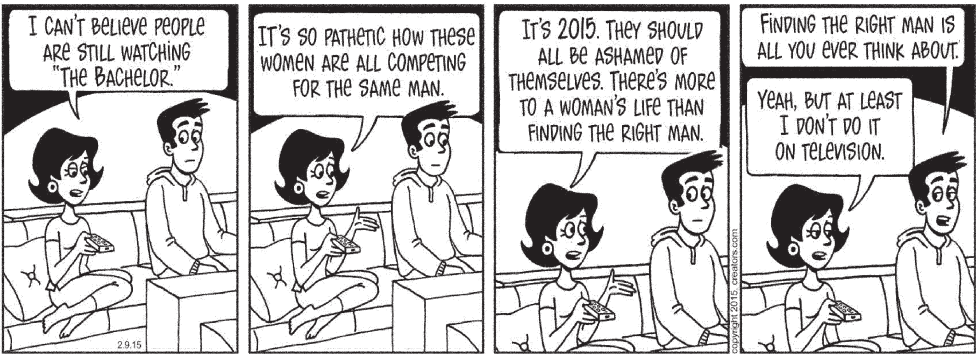
Garfield

By Jim Davis



The Meaning of Lila

By John Forgetta & L.A. Rose



CRIME WATCH

Crime Watch is culled from reports provided by the Santa Monica Police Department. These are arrests only. All parties are innocent until proven guilty in a court of law.

ON JANUARY 27, AT APPROXIMATELY 9 P.M.

Officers were on patrol in the 3000 block of Barnard Way when they saw a white mini van parked on the side of the street with the rear window broken out. As they passed the van they noticed a strong smell of marijuana and three people inside. Officers stopped and approached the vehicle to investigate. In addition to the smell of marijuana, officers saw numerous open bottles of alcohol in plain view inside the vehicle. A check of the license plate revealed the van was stolen two weeks prior in Santa Monica. Officers took all three occupants into custody for vehicle theft. Christina Leon, of Santa Monica, Temalaya Scheller, of Santa Monica, and Michael Gomes, of Los Angeles were all denied bail.

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DAILY POLICE LOG

The Santa Monica Police Department responded to 340 calls for service on Feb. 7

HERE IS A SAMPLING OF THOSE CALLS CHOSEN BY THE SANTA MONICA DAILY PRESS STAFF.

Battery, Ocean/Arizona, 12:17 a.m.
Petty theft, 800 block Santa Monica, 12:17 a.m.
Car burglary, 1300 block, 2nd, 12:41 a.m.
Trespassing, 200 block Wilshire, 1:06 p.m.
Drunk Driving, 29th/Pico, 1:57 a.m.
Defrauding an Innkeeper on the 1400 block of Wilshire, 3:06 p.m.
Car burglary, 1300 block 2nd, 3:13 a.m.
Defrauding an Innkeeper, 600 block Wilshire, 7:06 p.m.
Trespassing, 1400 block 2nd, 8:05 a.m.
Bike theft, 800 block 20th, 9:42 a.m.
Burglary, 1700 block Ocean, 10:14 a.m.

Child endangerment, 200 block 19th, 11:41 a.m.
Trespassing, 900 block 9th, 12:38 p.m.
Grand theft, 200 block Bay, 1:22 p.m.
Car burglary, 1300 block Ocean, 1:23 p.m.
Trespassing, 2300 block Michigan, 2:54 p.m.
Fraud, 700 block Broadway, 3:07 p.m.
Identity theft, 1400 block 7th, 3:32 p.m.
Trespassing, 2300 block 4th, 3:52 p.m.
Car crash, Main/Pico, 4:11 p.m.
Car burglary, 1400 block 4th, 5:13 p.m.
Battery, 2800 block Virginia, 6:07 p.m.
Trespassing, 1400 block Pearl, 6:41 p.m.
Theft, 2600 block Lincoln, 6:58 p.m.
Hit and run, Neilson/Hill, 7:05 p.m.
Theft, 1400 block Promenade, 8:20 p.m.
Hit and run, 1000 block Idaho, 8:25 p.m.
Theft, 2600 block Lincoln, 8:55 p.m.
Drunk driving, 3000 block Interstate 10, 9:03 p.m.
Trespassing, 1100 block 5th, 9:32 p.m.
Battery, 500 block Olympic, 9:36 p.m.

Santa Monica Daily Press

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Message

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015009429 REFILE This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as THE HOTEL HOLLYWOOD, THE-HOTELHOLLYWOOD.COM. 1020 WILSHIRE BLVD. , SANTA MONICA, CA 90401. The full name of reg- istrant(s) is/are: HOLLYWOOD GUEST INN LLC 1020 WILSHIRE BLVD. SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the ficti- tious business name or names listed above. /s/-MARK VERGE, PRESIDENT . HOLLYWOOD GUEST INN LLC . This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015009433 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as ARTS TABLE , ARTSTA- BLESM.COM. 1020 WILSHIRE BLVD. , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: ACCESS TO THE BOYS CLUB LLC 1020 WILSHIRE BLVD. SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-MARK VERGE, PRESIDENT . ACCESS TO THE BOYS CLUB LLC. This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015009431 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as OX & SON, OXANDSON.COM . 1020 WILSHIRE BLVD. , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: SWEET SIXTEEN LLC 1020 WILSHIRE BLVD. SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Li- ability Company. The registrant has not yet com- menced to transact business under the fictitious business name or names listed above. /s/-MARK VERGE, PRESIDENT . SWEET SIXTEEN LLC . This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015009430 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as LIFE FORCE PERFORM-

DBAS

ANCE , LIFEFORCE PERFORMANCE . 1223 WIL- SHIRE BLVD. #574 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: CHRISTO- PHER WYATT HICKS 1223 WILSHIRE BLVD. #574 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant com- menced to transact business under the fictitious business name or names listed on (Date)5/2010. /s/- C. WYATT HICKS, OWNER . CHRISTOPHER WYATT HICKS . This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 363329 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/30/2014 The following person(s) is (are) doing business as DAMORES FAMOUS PIZZA. 8369 WEST 3RD STREET , LOS ANGELES, CA 90048. The full name of registrant(s) is/are: BELLA VIKING INC. 8369 WEST 3RD STREET LOS ANGELES, CA 90048. This Business is being con- ducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-CAROLINE DMORE ALT. BELLA VIKING INC.. This statement was filed with the County Clerk of LOS ANGELES County on 12/30/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 state- ment in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360658 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as BURKE FITNESS. 1066 ELKGROVE AVE. #2 , VENICE, CA 902921. The full name of registrant(s) is/are: GRIFFIN BURKE 495 NORTH MAIN ST. SEBASTOPOL, CA 95472. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/11/2014. /s/- GRIFFIN BURKE. GRIFFIN BURKE. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 360064
Current File No. 201110087744
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
TINNITUS AND AUDITORY PROCESSING CENTER
Registered owners: SHERRIE L. HOGLIN
This business is conducted by: an INDIVIDUAL. /s/SHERRIE L. HOGLIN
This statement was filed with the County Clerk of Los Angeles County on 12/24/2014.
SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360660 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as HOOT OWL STUDIOS. 938 CONCHA ST. , ALTADENA, CA 91001. The full name of registrant(s) is/are: ERIN JOHNSON 938 CONCHA ST. ALTADENA, CA 91001, PAULA STRO- THER 3811 CANON BLVD. ALTADENA, CA 91001. This Business is being conducted by: Copartners. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-ERIN JOHNSON. ERIN JOHNSON, PAULA STROTHER. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360662 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as SHORELINE PARTNERS. 6950 GRASSWOOD AVE. , MALIBU, CA 90265. The full name of registrant(s) is/are: ALEAH ZANDI 6950 GRASSWOOD AVE. MALIBU, CA 90265. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-ALEAH ZANDI. ALEAH ZANDI. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NO- TICE: THIS FICTITIOUS BUSINESS NAME STATE- MENT 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 state- ment in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360071 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as AMERICAN SOCIETY OF EYE CARE SPECIALISTS. 334 E. 2ND B , LOS AN- GELES, CA 90012. The full name of registrant(s) is/are: SOCIETY OF CONTACT LENS SPECIALISTS, INC. 3038 E. STEARNS BREA, CA 92821. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/17/2014. /s/- GREGORY Y. KAME. SOCIETY OF CONTACT LENS SPECIALISTS, INC.. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NO- TICE: THIS FICTITIOUS BUSINESS NAME STATE- MENT 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 state- ment in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360061 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as GALAJ. 1511 GREEN- BRIAR RD. , GLENDALE, CA 91207. The full name of registrant(s) is/are: ERMIN INC. 1511 GREEN- BRIAR RD. GLENDALE, CA 91207. This Business is being conducted by: a Corporation. The regis- trant commenced to transact business under the fictitious business name or names listed on (Date)06/30/2013. /s/- ERIC MINASSIAN. ERMIN INC.. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NO- TICE: THIS FICTITIOUS BUSINESS NAME STATE-

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MENT 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 state- ment in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360065 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as DEGREE AIDE, DEGREE ASSISTANT, EDUCATION ASSISTANT, TOP COLLEGE AID, EDUCATION ALLY. 3122 SANTA MONICA BLVD. SUITE 302 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ZENDZEE, LLC 3122 SANTA MONICA BLVD. SUITE 302 SANTA MONICA, CA 90404. This Business is being con- ducted by: a Limited Liability Company. The reg- istrant has not yet commenced to transact busi- ness under the fictitious business name or names listed above. /s/-JORDAN COHEN. ZENDZEE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360067 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as DEGREE SUPPORTER, THE EDU HELPER, STUDENT AIDE, COLLEGE AS- SISTANCE, BETTER EDU OPTIONS. 3122 SANTA MONICA BLVD. SUITE 302 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ZENDZEE, LLC 3122 SANTA MONICA BLVD. SUITE 302 SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-JORDAN COHEN. ZENDZEE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

Statement of Abandonment of Use of Fictitious Business Name
Document Record # 2014244680
Current File No.# 2015015509
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
THEA DELPHINE 2507 N. BEACHWOOD DRIVE #2, LOS ANGELES, CA 90068.
The fictitious business name referred to above was filed on 08/28/2014 in the county of LOS AN- GELES.
Registered owners: AMBER BECTON. 2507 N. BEACHWOOD DRIVE #2, LOS ANGELES, CA 90068. This business is conducted by: An INDIVIDUAL /s/ This statement was filed with the County Clerk of Los Angeles County on 01/20/2015
Published: SANTA MONICA DAILY PRESS: 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360073 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as SOLAR SAVINGS

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AGENT, SOLAR HOMES, RESIDENTIAL SOLAR, RESIDENTIAL SOLAR POWER, SOLAR ENERGY CONSULTANTS. 3122 SANTA MONICA BLVD. SUITE 302 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ZENDZEE, LLC 3122 SANTA MONICA BLVD. SUITE 302 SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-JORDAN COHEN. ZENDZEE, LLC. This state- ment was filed with the County Clerk of LOS AN- GELES County on 12/24/2014. NOTICE: THIS FIC- TITIOUS BUSINESS 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360077 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as UNLIMITED MATCHES, NEW CARD GRABBER, CARD PROVIDER, BETTER CARD OFFERS, CARD SELECTOR, CARD SELEC- TOR. 3122 SANTA MONICA BLVD. SUITE 302 , SANTA MONICA, CA 90404. The full name of reg- istrant(s) is/are: ZENDZEE, LLC 3122 SANTA MONICA BLVD. SUITE 302 SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-JORDAN COHEN. ZENDZEE, LLC. This state- ment was filed with the County Clerk of LOS AN- GELES County on 12/24/2014. NOTICE: THIS FIC- TITIOUS BUSINESS 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360079 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as NEW CARD SELEC- TIONS, CARD FILTER, UNLIMITED APPROVALS, TOP CARD FINDERS, THE CARD FINDERS. 3122 SANTA MONICA BLVD. SUITE 302 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ZENDZEE, LLC 3122 SANTA MONICA BLVD. SUITE 302 SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-JORDAN COHEN. ZENDZEE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360085 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as CABLE TV AND INTER- NET DEALS, SOLAR REBATES, SOLAR POWER IN- CENTIVES, SOLAR QUOTES, SOLAR SAVINGS. 3122 SANTA MONICA BLVD. SUITE 302 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ZENDZEE, LLC 3122 SANTA MONICA BLVD. SUITE 302 SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact

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business under the fictitious business name or names listed above. /s/-JORDAN COHEN. ZENDZEE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360081 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as PRO CARD MATCHES, CARD APPROVAL KING, NEW CARD PROVIDER, UN- LIMITED APPROVAL, PRO CARD. 3122 SANTA MONICA BLVD. SUITE 302 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ZENDZEE, LLC 3122 SANTA MONICA BLVD. SUITE 302 SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-JORDAN COHEN. ZENDZEE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it- self 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 14411et seq.,Business and Prof- essions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360083 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as HINDI TV NOW, TRAVEL HOUNDS, LOAN HUNTERS, SUPER CARD FINDER, UNLIMITED CARDS. 3122 SANTA MONICA BLVD. SUITE 302 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ZENDZEE, LLC 3122 SANTA MONICA BLVD. SUITE 302 SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-JORDAN COHEN. ZENDZEE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 363327 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/30/2014 The following person(s) is (are) doing business as HR CORNER CONSUL- TANCY, HR PRO. 3325 WILSHIRE BLVD. SUITE 619 , LOS ANGELES, CA 90010. The full name of reg- istrant(s) is/are: HR CORNER CONSULTANCY, INC. 3708 RAMBOZ DRIVE LOS ANGELES, CA 90063. This Business is being conducted by: a Corpora- tion. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/-ROWENA VI- NUYA. HR CORNER CONSULTANCY, INC.. This statement was filed with the County Clerk of LOS ANGELES County on 12/30/2014. NOTICE: THIS FICTITIOUS BUSINESS 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

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a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 363325 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/30/2014 The following person(s) is (are) doing business as SACRED HANDS. 11965 VENICE BLVD. STE. #209 , LOS ANGELES, CA 90066. The full name of registrant(s) is/are: FERNANDO ESCOBAR 10438 CULVER BLVD. CULVER CITY, CA 90232. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2003. /s/: FERNANDO ESCOBAR. FERNANDO ESCOBAR. This statement was filed with the County Clerk of LOS ANGELES County on 12/30/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20014 363331 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/30/2014 The following person(s) is (are) doing business as MID PRODUCTIONS. 11522 RIVERSIDE DR. #6 , NORTH HOLLYWOOD, CA 91602. The full name of registrant(s) is/are: MELISSA DIMEGLIO 11522 RIVERSIDE DR. #6 NORTH HOLLYWOOD, CA 91602. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MELISSA DIMEGLIO. MELISSA DIMEGLIO. This statement was filed with the County Clerk of LOS ANGELES County on 12/30/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 365495 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/31/2014 The following person(s) is (are) doing business as DISTINCTIVE HOME RENTALS. 14006 MORRISON STREET , SHERMAN OAKS, CA 91423. The full name of registrant(s) is/are: JOHEVED GLAZER 14006 MORRISON STREET SHERMAN OAKS, CA 91423. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JOHEVED GLAZER. JOHEVED GLAZER. This statement was filed with the County Clerk of LOS ANGELES County on 12/31/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 365493 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/31/2014 The following person(s) is (are) doing business as THE TRACK KILLERS. 1033 N. HOLLYWOOD WAY (BUILDING) , BURBANK, CA 91505. The full name of registrant(s) is/are: JOSHUA CROSBY 1033 N. HOLLYWOOD WAY (BUILDING) BURBANK, CA 91505. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JOSHUA CROSBY. JOSHUA CROSBY. This statement was filed with the County Clerk of LOS ANGELES County on 12/31/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 360069 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 12/24/2014 The following person(s) is (are) doing business as WHAT ON EARTH DO I

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EAT. 4718 MIDFIELD , LOS ANGELES, CA 90045. The full name of registrant(s) is/are: TERRA K. MACCOMMONS 4718 MIDFIELD LOS ANGELES, CA 90045. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/01/2014. /s/: TERRA K. MACCOMMONS. TERRA K. MACCOMMONS. This statement was filed with the County Clerk of LOS ANGELES County on 12/24/2014. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/19/2015, 01/26/2015, 02/02/2015, 02/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015014048 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as PYSB. 819 WILSON PL , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: THE PALOS VERDES SYMPHONIC BAND 819 WILSON PL SANTA MONICA, CA 90405. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KERRY RIDDLE. TREASURER . THE PALOS VERDES SYMPHONIC BAND . This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015014679 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/20/2015 The following person(s) is (are) doing business as GE MATRIX FINANCIAL GROUP . 5829 NORTH FIGUEROA STREET , LOS ANGELES, CA 90042. The full name of registrant(s) is/are: G E MATRIX INC 5829 NORTH FIGUEROA STREET LOS ANGELES, CA 90042. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GIL POCKER, PRESIDENT . G E MATRIX INC. This statement was filed with the County Clerk of LOS ANGELES County on 01/20/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015005598 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/08/2015 The following person(s) is (are) doing business as ATHLETIC INSURANCE AGENCY . 5829 NORTH FIGUEROA STREET , LOS ANGELES, CA 90042. The full name of registrant(s) is/are: G E MATRIX, INC. 39802 GUITA CT PALMDALE, CA 93551. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GIL POCKER, PRESIDENT . G E MATRIX, INC. This statement was filed with the County Clerk of LOS ANGELES County on 01/08/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015002609 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/05/2015 The following person(s) is (are) doing business as ESTERS . 1314 7TH STREET SOUTH SUITE , SANTA MONICA, CA 90401. MAILING ADDRESS: 826 PICO BLVD SANTA MONICA, CA 90405 The full name of registrant(s) is/are: MGMT CO 7TH STREET WINE INC 826 PICO BLVD SANTA MONICA, CA 90405. This Business is being conducted by: a Limited Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHAEL : GOFF. MGMT CO 7TH STREET WINE INC . This statement was filed with the County Clerk of LOS ANGELES County on 01/05/2015. NOTICE: THIS

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FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015002616 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/05/2015 The following person(s) is (are) doing business as CASSIA . 1314 7TH STREET NORTH SUITE , SANTA MONICA, CA 90401. MAILING ADDRESS: 826 PICO BLVD, SANTA MONICA, CA 90405. FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015002616 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/05/2015 The following person(s) is (are) doing business as CASSIA . 1314 7TH STREET NORTH SUITE , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: MGMT CO 7TH STREET BISTRO INC. 826 PICO BLVD SANTA MONICA, CA 90405. This Business is being conducted by: a Limited Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHAEL COLBURN GOFF . MGMT CO 7TH STREET BISTRO INC . This statement was filed with the County Clerk of LOS ANGELES County on 01/05/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015. The full name of registrant(s) is/are: MGMT CO 7TH STREET BISTRO INC 826 PICO BLVD SANTA MONICA, CA 90405. This Business is being conducted by: a Limited Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHAEL COLBURN GOFF . MGMT CO 7TH STREET BISTRO INC . This statement was filed with the County Clerk of LOS ANGELES County on 01/05/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015010677 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as MASTERED SOFTWARE , MASTERED SOFTWARE . COM. 12303 MARSHALL ST , CULVER CITY, CA 90230. The full name of registrant(s) is/are: MATT PALMERLEE 12303 MARSHALL ST CULVER CITY, CA 90230. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)6/10/2010. /s/: MATT PALMERLEE. MATT PALMERLEE. This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

SUMMONS

(Citacion Judicial)
CASE NUMBER BC531838
DATE: 01/02/2015

NOTICE TO DEFENDANT:
(AVISO AL DEMANDADO):
COUNTY OF LOS ANGELES, ET AL

YOU ARE BEING SUED BY PLAINTIFF:
(LO ESTA DEMANDANDO EL DEMANDANTE):
DEBORAH J. FOULKES AKA SWEETS SKYEBLUS-PEAKS

NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for

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your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. AVISO! Lo han demandado. Si no responde dentro de 30 dias, la corte puede decidir en su contra sin escuchar su version. Lea la informacion a continuacion.

The name and address of the court is: (El nombre y direccion de la corte es):
SUPERIOR COURT OF CALIFORNIA, LOS ANGELES COUNTY
STANLEY MOSK Courthouse
111 NORTH HILL STREET, LOS ANGELES CA 90012
The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is: (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):

LAW OFFICE OF ALABA S. AJETUNMOBI, ESQ (State Bar No. 219228)
100 OCEANGATE, 12TH FLOOR
LONG BEACH, CA 90802
Telephone: (562) 628-5578

NOTICE TO THE PERSON SERVED: You are served as an individual defendant
Published: SANTA MONICA DAILY PRESS:
01/19/15, 01/26/15, 02/02/15, 02/09/15

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015003871 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/06/2015 The following person(s) is (are) doing business as PAPERLOVE BOUTIQUE. 2310 30TH STREET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: SUSANNA BECH YOUNG 2310 30TH STREET SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:SUSANNA BECH YOUNG, OWNER . SUSANNA BECH YOUNG . This statement was filed with the County Clerk of LOS ANGELES County on 01/06/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009438 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as HALEY CREATIVE ADVERTISING. 3914 LENAWEE AVE. APT 31 , CULVER CITY, CA 90232.A The full name of registrant(s) is/are: SHERYL HALEY 3914 LENAWEE AVE. APT 31 CULVER CITY, CA 90232, KEVIN FOX HALEY 3914 LENAWEE AVE. APT 31 CULVER CITY, CA 90232. This Business is being conducted by: a Married Couple. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/06/2015. /s/: SHERYL HALEY. SHERYL HALEY, KEVIN FOX HALEY.A This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

SUMMONS
(Citacion Judicial)
CASE NUMBER 14A21551
DATE: 09/22/2014

NOTICE TO DEFENDANT: ROBERT FREEMAN, INDIVIDUALLY AND

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(AVISO AL DEMANDADO): DBA FREEMAN & SEAR; TORY FREEMAN, INDIVIDUALLY AND DBA FREEMAN & SEAR AND DOES 1 - 10

YOU ARE BEING SUED BY PLAINTIFF: TYPECRAFT, INC.
(LO ESTA DEMANDANDO EL DEMANDANTE):

NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. AVISO! Lo han demandado. Si no responde dentro de 30 dias, la corte puede decidir en su contra sin escuchar su version. Lea la informacion a continuacion.

The name and address of the court is: (El nombre y direccion de la corte es):
SUPERIOR COURT OF CALIFORNIA
CHATSWORTH COURTHOUSE
9425 PENFIELD AVENUE
CHATSWORTH, CA 91311
The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is: (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):

ROBERT B. FOROUZANDEH (State Bar No. 247177)
TIMOTHY J. TRAGER (State Bar No. 145419)
Reicker, Pfau, Pyle & McRoy Ip
1421 STATE STREET, SUITE B
SANTA BARBARA, CA 93101

NOTICE TO THE PERSON SERVED: You are served as an individual defendant
Published: SANTA MONICA DAILY PRESS
02/02/15, 02/09/15, 02/16/15, 02/23/15

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015022475 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/27/2015 The following person(s) is (are) doing business as KRYSTAL CHANG PROJECTS . 1448 STANFORD APT. A , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: KRYSTAL CHANG 1448 STANFORD APT. A SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KRYSTAL CHANG, OWNER . KRYSTAL CHANG. This statement was filed with the County Clerk of LOS ANGELES County on 01/27/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015013666 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as RISING CHI YOGA . 4712 ADMIRALTY WAY #1152 ATTN: JENNIFER KUO , MARINA DEL REY, CA 90292. The full name of registrant(s) is/are: JENNIFER KUO 13151 FOUNTAIN PARK DRIVE APT C426 PLAYA VISTA, CA 90094. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JENNIFER KUO, FOUNDER . JENNIFER KUO. This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-

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self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015024442 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/29/2015 The following person(s) is (are) doing business as AWAKEN NOW . 12301 WILSHIRE BLVD , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: MARINA DABCEVIC 8153 ZITOLA TERRACE PLAYA DEL REY, CA 90293. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/29/2015. /s/: MARINA DABCEVIC. MARINA DABCEVIC. This statement was filed with the County Clerk of LOS ANGELES County on 01/29/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015009151 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/12/2015 The following person(s) is (are) doing business as Design Adventures. 1515 7th St Ste 92, Santa Monica, CA 90401 , 1238 22nd St, #2, Santa Monica, CA 90404. The full name of registrant(s) is/are: Camille Henderson Davis 1238 22nd St, #2, Santa Monica, CA 90404. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/01/2014. /s/: Camille Henderson Davis. Camille Henderson Davis. This statement was filed with the County Clerk of LOS ANGELES County on 01/12/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015029567 REFILE This statement was filed with the County Clerk of LOS ANGELES on 02/03/2015 The following person(s) is (are) doing business as SANAT KITABEVI, OZTOPCU FATMA AYNUR. 701 BAY STREET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: OZTOPCU FATMA AYNUR 701 BAY STREET SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/30/08. /s/: OZTOPCU FATMA AYNUR. OZTOPCU FATMA AYNUR. This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015013782 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as GALVEZ IMAGES . 12301 PACIFIC AVE. #2 , LOS ANGELES, CA 90066. The full name of registrant(s) is/are: KERRI LYNN GALVEZ 12301 PACIFIC AVE. #2 LOS ANGELES, CA 90066. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/01/2014. /s/: KERRI LYNN GALVEZ, OWNER . KERRI LYNN GALVEZ . This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 it-self 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009436 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following per-

Santa Monica Daily Press

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son(s) is (are) doing business as CHRIS ROBERTS PRODUCTIONS, PIRATE ART DEPARTMENT. 536 E. CYPRESS AVE. #104 , BURBANK, CA 91501.Â The full name of registrant(s) is/are: CHRIS ROBERTS 536 E. CYPRESS AVE. #104 BURBANK, CA 91501. This Business is being conducted by-Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2015. /s/: CHRIS ROBERTS. CHRIS ROBERTS.Â This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009445 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as SUN VALLEY PACKAGING. 6622 LONGRIDGE AVE. , VAN NUYS, CA 91401.Â The full name of registrant(s) is/are: ARMEN ALAVERDYAN 6622 LONGRIDGE AVE. VAN NUYS, CA 91401. This Business is being conducted by-Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/02/2015. /s/: ARMEN ALAVERDYAN. ARMEN ALAVERDYAN.Â This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009443 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as JADE ELORA PHOTOGRAPHY. 1118 E. PALMER AVE. #204 , GLENDALE, CA 91205.Â The full name of registrant(s) is/are: JADE COPPLE 1118 E. PALMER AVE. #204 GLENDALE, CA 91205. This Business is being conducted by-Â an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JADE COPPLE. JADE COPPLE.Â This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015028855 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/03/2015 The following person(s) is (are) doing business as PLAIN TRAVEL . 2525 BEVERLEY AVE. APT. 3 , SANTA MONICA, CA 90405.MAILING ADDRESS: PO BOX 5877, SANTA MONICA, CA 90409. The full name of registrant(s) is/are: ADRIAN BELLOMO 2525 BEVERLEY AVE. APT. 3 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ADRIAN DOWLIN BELLOMO, FOUNDER . ADRIAN BELLOMO. This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009447 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as CERTIFIED INTERNET PROVIDER SERVICE. 345 STEPNEY ST. APT #6 , INGLEWOOD, CA 90302.Â The full name of registrant(s) is/are: PAULA WHITAKER 345 STEPNEY ST. APT #6 INGLEWOOD, CA 90302. This Business is being conducted by-Â an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PAULA WHITAKER. PAULA WHITAKER.Â This statement was filed with the

DBAS

County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015029897 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/03/2015 The following person(s) is (are) doing business as URBANITY DESIGN STUDIO . 6042 COMSTOCK AVE. , WHITTIER, CA 90601. The full name of registrant(s) is/are: ASHLEY GARCIA 6042 COMSTOCK AVE WHITTIER, CA 90601. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ASHLEY GARCIA, OWNER . ASHLEY GARCIA . This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2015. NOTICE: THIS FICTITIOUS BUSINESS 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 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

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