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MONDAY, MARCH 8, 2010
Volume 9 Issue 100



Santa Monica Daily Press

O'DAY IN HIS OWN WORDS
SEE PAGE 5

We have you covered

THE GREAT SEASON ISSUE

BOYS HIGH SCHOOL BASKETBALL PLAYOFFS

Samohi boys overwhelmed in CIF-SS final

BY DANIEL ARCHULETA
Managing Editor

ANAHEIM The clock struck midnight for Santa Monica High School's boys basketball team's title hopes on Saturday against Leuzinger in the final of the California Interscholastic Federation Southern Section Division 1A playoffs.

The same Samohi Vikings team that lost to Leuzinger, 58-39, at the Honda Center on Saturday made it to the final despite long odds. The Vikings came into the playoffs as the No. 8 seed, but played like anything but. The team breezed through the first two rounds of the playoffs, routing Quartz Hill and Dana Hills in the process.

A surprise 40-39 upset win against top-seeded Chino Hills in the third round had the Vikings looking more like Cinderella. After dispatching No. 4 seed Colony last week in the semi-finals, it looked like Samohi had a chance.

Then came the Leuzinger Olympians.

Samohi was overmatched from the start as the Olympians sprinted out to a, 22-5, lead at the end of the first quarter. Leuzinger's Colroy Gordon led the Olympians with six points in the quarter.

The Vikings appeared to be a bit nervous on such a big stage.

"We were fumbling the ball a bit," Samohi Head Coach James Hecht said. "We were just a bit tentative."

The Vikings were just one of 10 from the field in the first quarter with Soloman Singer going 0-4, all 3-point attempts. Singer would finish the game with four points, over 10 points below his season average.

On the other side of the court, Leuzinger Head Coach Reggie Morris said that he recognized Samohi's slow start as an opportunity for his team to pile it on, something that both he and Hecht said was uncharacteristic of the Olympians.

"We just went with the flow of the game," Morris said. "When we saw that they were having trouble scoring we knew that this could be our night."

SEE SAMOHI PAGE 8



Morgan Genser *news@smdp.com*

NOT SO FAST: **Santa Monica High School's Jovan Maze (right) has his shot blocked by Leuzinger's Delon Wright on Saturday at the Honda Center in Anaheim. Samohi lost, 58-39, in the final of the California Interscholastic Federation Southern Section Division 1A Playoffs.**

COMMUNITY PROFILES
GAIL ABARBANEL

Pioneering care for rape victims

BY MIRIAM FINDER
Special to the Daily Press

MID-CITY As a patient arrived at the Rape Treatment Center at Santa Monica-UCLA Medical Center, Gail Abarbanel, center founder and director, noted that it was the third patient of the day, and not even nightfall yet.

She has seen the number of patients fluctuate since she established the center in 1974, but said the Rape Treatment Center sees an average of three to four victims a day.

Abarbanel, who grew up in Los Angeles and now lives in Santa Monica with her husband, was inspired to start the center by a female patient she encountered while working as a hospital social worker in the 1970s. The woman had been walking on the beach in Santa Monica one day when she was approached by a man and raped. At that time, there were no victim assistance programs.

"She couldn't find anywhere to go for help," Abarbanel said. "She ended up in our emergency room six days later, not as a rape victim but as someone who attempted suicide."

Rape victims in the 1970s were made to feel ashamed, often ignored or hidden, Abarbanel said. From police to prosecutors to medical personnel, victims were often disbelieved or blamed for their experiences. She decided that rape victims needed a place where they could receive proper treatment in a safe environment.

"I decided that would be the last time there was no place to go," Abarbanel said. "The Rape Treatment Center started with one victim."

The center provides a full range of services, including emergency medical care and counseling. The goal is to provide care for traumatized patients in a safe, compassionate atmosphere, as opposed to a chaotic emergency room where victims might have to wait hours for treatment.

"The heart and soul of the Rape Treatment Center is the care we provide for victims," Abarbanel said. During her 36 years at the center, Abarbanel has seen a diverse

SEE CP PAGE 9


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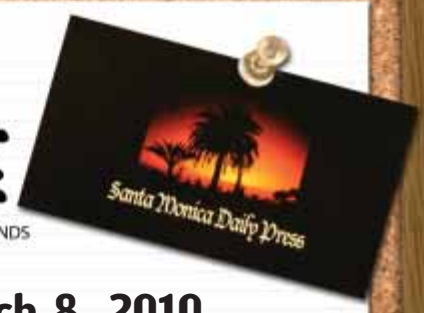
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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Monday, March 8, 2010

Vista Santa Monica

Annenberg Community Beach House
415 PCH, 11 a.m. — 3 p.m.
The second exhibition in the Beach=Culture series showcases work that captures the essence of Santa Monica. Works range from conceptual to nostalgic to fantastical ... all expanding upon the rich stories of life in the City by the Sea. Artists include long-time residents who have helped shape the vibrant cultural landscape that Santa Monica enjoys.

Telling a story through the lens

Emeritus College Art Gallery
1227 Second St., 5 p.m. — 6:30 p.m.
Exhibit of photo works by Emeritus College students. For information, call (310) 434-4306.

Mariachi Monday

El Texate Restaurant
316 Pico Blvd., 6 p.m. — 9 p.m.
Join El Texate for fresh squeezed margaritas and the beautiful music of Mariachi Alta California. No cover charge. Call (310)399-1115 for more information.

Tuesday, March 9, 2010

Strange place for love

18th Street Arts Center
1639 18th St.
18th Street Arts Center kicks-off its 2010 season with "Love in a Cemetery." Robert Sain, LACMA lab founding director, and L.A.-based visual artist Andrea Bowers collaborate with the students of Otis MFA Public Practice and guest artist Olga Koumoundouros to transform 18th Streets' gallery into a unique visual arts laboratory. For information, call (310) 453-3711.

Healthy eating for seniors

Senior Center
1450 Ocean Ave., 11 a.m. — 12 p.m.
This cooking class workshop series focuses on recipes for the healthy, hip Santa Monica senior. The class features Joya Parenteau, registered dietitian and chef. This event is free.

For more information on any of the events listed, log on to smdp.com and click the "Events" tab for the given day's calendar.

Minority firms shorted on stimulus contracts

JESSE WASHINGTON
AP National Writer

WASHINGTON Hispanic and black businesses are receiving a disproportionately small number of federal stimulus contracts, creating a rising chorus of demands for the Obama administration to be more inclusive and more closely track who receives government-financed work.

Latinos and blacks have faced obstacles to winning government contracts long before the stimulus. They own 6.8 and 5.2 percent of all businesses, respectively, according to census figures. Yet Latino-owned business have received only 1.7 percent of $46 billion in federal stimulus contracts recorded in U.S. government data, and black-owned businesses have received just 1.1 percent.

That pot of money is just a small fraction of the $862 billion economic stimulus law. Billions more have been given to states, which have used the money to award contracts of their own.

Although states record minority status when they award contracts to businesses, there is no central, consistent or public compilation of that data, according to Laura Barrett, director of the Transportation Equity Network. She and other minority advocates are calling for complete and publicly accessible demographic information on all contracts and jobs financed by the stimulus.

Minority businesses are often too small to compete for projects; do not have access to the necessary capital, equipment or bonding requirements; or lose bids to companies with well-established relationships. There also has been an emphasis on spending stimulus money quickly, which favors businesses that have won past contracts.

But minority advocates say that blacks and Latinos have been harder hit by the recession, and getting a fair share of stimulus contracts is key to the recovery of these communities. Unemployment among blacks and Hispanics is much higher than among whites. And although unemployment among whites increased at a faster rate during the worst of the recession than among minorities, rates of those considered underemployed — including people who have given up looking for full-time work or people working part-time because there is no full-time work available — increased faster among minorities than whites.

Figures from the Transportation Department on highway stimulus spending — at the heart of the government's effort to lift the economy — have further concerned advocacy groups.

Six percent of the $16.9 billion in Federal Highway Administration contract money spent by states has gone to disadvantaged business enterprises, which includes companies owned by minorities as well as women, veterans and the disabled, according to department press secretary Olivia Alair.

Out of $1.1 billion in state-spent Federal Aviation Administration contract money, 7.8 percent has gone to disadvantaged businesses, Alair said, and 8.6 percent of direct Transportation Department contract dollars have gone to those companies.

Alair said some minority companies might not be included in those figures because they are not small businesses or choose not to classify themselves as disadvantaged. Minority businesses also are eligible for stimulus grants, but those are not tracked by race.

Still, "these numbers are far too low," especially when compared with state and federal goals," Barrett said. "The businesses and communities that need federal dollars

SEE **STIMULUS** PAGE 8



PLAY BALL!
Brandon Wise *brandonw@smdp.com*
The Mustang Dodgers run through their banner during the Pony League's opening day ceremonies at Los Amigos Park on Saturday.

Gas prices up 9.58 cents nationwide

THE ASSOCIATED PRESS

CAMARILLO The average price of regular gasoline in the United States is up 9.58 cents over a two-week period to $2.73.

That's according to the national Lundberg Survey of fuel prices released Sunday.

Analyst Trilby Lundberg says the average price for a gallon of mid-grade was $2.86. Premium was at $2.97.

Cheyenne, Wyo., had the lowest average price among cities surveyed at $2.47 a gallon for regular. Honolulu was the highest at $3.33.

In California, the average price for a gallon of regular was up 13.71 cents to $3.01.

Fresno had the state's least expensive gas at $2.95 a gallon. San Francisco was the steepest at $3.05.

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Sticking up for Meredith

Editor:

In response to Richard Heller's letter to the editor regarding Meredith Carroll ("Out to lunch," March 1, 2010). I am a little perplexed by Mr. Heller's opinions? He seems very insightful regarding the "editor" of this paper, but, totally off base with Meredith.

Mr. Heller, I guess I can understand why you would think that Meredith is a "small time nothing," since, she is married to some "country bumpkin" from the back woods of "Nawlins" and eats "gumbo" on Thanksgiving! I'm sure a lot of people make that mistake.

But, I must tell you that she is quite an accomplished writer and has written for some other "rags" – Huffington Post and, also, I believe the New Yorker? Now that's a real "rag." She has also won numerous awards in her genre – humor – in her home state of Colorado, not "Nawlins."

If I may give you some advice, stick to what you know best – editors. Because, Meredith Carroll is actually funny. I know what you're thinking, why would a man be reading a woman's column? I know and I keep asking myself that same question every week and all I can come up with is that she is actually a good writer and funny, too.

I hate to admit it.

David Poyet
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

City Hall ignores development agreements

ON FEB. 26, THIS NEWSPAPER RAN A FRONT page story about how City Hall failed to hold annual reviews of development agreements as required by law.

DAs are made with a developer when his/her project exceeds the zoning codes. For example, in return for providing low- to moderate-income housing or other public benefits, developers can build projects with extra height and density.

City Hall recently filed a lawsuit against the owners of The Plaza at the Arboretum, a 350-unit apartment complex with 97 rental units deed restricted for low- and moderate-income tenants at 2200 Colorado Ave.

The suit alleged widespread violations of affordable housing deed restrictions by failure to rent to verifiably low- and middle-income persons and renting to ineligible tenants and management's employees. The suit was brought about because tenants complained.

City officials claim lack of review has not led to abuses. If you believe that, you probably believe in the tooth fairy. The Arboretum may be the tip of the iceberg.

For example, "The Dorchester" is a luxury condominium project constructed in 1990 at 1040 Fourth St. with 42 condominiums. A DA requires that all 15 first floor condos — consisting of eight low income and seven moderate income units — must be so leased and cannot be occupied by owners. The units are supposed to be under rent control with all monthly rents currently under $1,300.

While looking at another condo in the Dorchester, attorney Stan Epstein noticed an ad for unit 113 on the first floor that was for sale for $515,000. Epstein called the lead broker who was also 113's owner. She said the current tenant is paying $1,400 plus $200 for parking and $399 in home owner association (HOA) fees for a total of $1,999 per month or more than $750 over the $1,247 permitted monthly maximum allowable rent.

The owner/broker volunteered correctly that all or almost all of the other 14 Dorchester low and moderate income units were occupied by owners who had paid "market rates" to purchase them. She said the owners bought the units assuming that city officials would ignore the DA.

Epstein expressed his concerns with executives from Coldwell Banker, 113's alternate broker. After saying, "What happens to the unit after the sale is not a broker's problem" even though the broker knew the DA would be breached, Coldwell Banker reconsidered its involvement and resigned the listing.

City Hall is close to adopting a revised Land Use and Circulation Element (LUCE), which emphasizes development of low/moderate income housing through major incentives to developers. Therefore, questions need to be answered.

Why bother to approve LUCE's "affordable" housing requirements when they're incorporated into lengthy DAs that apparently are put on a shelf to rarely, if ever, be looked at let alone enforced?

Will DAs be regularly monitored? And, penalties for violations?

Will ground floor Dorchester units be devalued from $500,000 to $100,000 because of very low cash flow resulting from a City Hall requirement that their mandatory rent levels be way below market rate? What happens to the owners, real estate brokers, banks, mortgage brokers, escrow agents, homeowners association and others who undoubtedly had documentation showing the affordable housing requirement during the escrow period — which they ignored?

Who is responsible for the obvious law breaking, if not criminal actions, of those involved that's gone on for over 20 years?

When will the City Attorney proactively enforce city agreements and the law (beyond sending a defective notification to owners last July — a notice generated because of an un-related incident that came to City Hall's attention by chance) through aggressive review, investigation and action?

Does City Hall have any idea how many low- and moderate-income apartments mandated by DAs still exist? If not, how can planners make decisions on future needs? How many other Dorchesters are out there? Dozens or hundreds?

Santa Monicans deserve to know the facts and how City Council will clean up this mess before November when five of the seven of them will ask you to reelect them.

UH-OH

I had written last week that Kevin McKeown voted for Terry O'Day in the final voting round to replace the late Ken Genser on City Council. He actually voted for Jennifer Kennedy.

There's little chance McKeown would vote for O'Day because they're at opposite ends of the development spectrum. McKeown was a consistent supporter of the failed 2008 ballot measure T, which would have temporarily capped commercial development in Santa Monica. O'Day co-chaired Save Our City, the committee that opposed the measure.

I mentioned that Richard Bloom voted for O'Day in all eight voting rounds. He voted for Kennedy once in the fifth round.

That's what happens after three hours of sleep and rewriting the column on deadline. My apologies to Messrs. McKeown and Bloom and my readers for the confusion.

BILL BAUER can be reached at mr.bilbau@gmail.com. Bill thanks Stan Epstein for his assistance with this column.



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Your column here

Terry O'Day — Send comments to editor@smdp.com

Allow me to introduce myself

AS READERS OF YOUR PAGES KNOW, AN excellent slate of applicants to fill the city's vacant council seat was presented to the City Council last month. I am humbled to have been chosen by our council from among these applicants. The process for filling our late Mayor Ken Genser's seat drew some attention and along the way I spoke to many people in our community. Until now however, the reporting on the topic, has not provided a good opportunity to tell your readers what core values I bring to my new role, what experience prepares me, or my reflections on the process and our civic life.

I have lived in Santa Monica for 12 years, always in the Pico Neighborhood. I am raising two daughters (5 and 3 years old) with my wife, Tiffany. We both have business degrees that we are applying to careers in service; for me in environmental activism, for Tiffany in treatment for autistic children. As anyone who has raised a family while working full-time knows, we have our hands full.

However, public service is a deeply held value for me and it has drawn me to serve in our city. In college, I began organizing with homeless people, which evolved into advocacy for affordable housing. When I moved to Santa Monica, I found my passion for environmental protection and combined that with my commitment to social justice. Recently, this work led to co-founding Move LA, which organized Measure R — the $40 billion investment in transit in L.A. County that promises to transform our region. The transit advocacy we are doing through Move LA addresses the environment, social justice, economic development, and neighborhoods. It has been a fortunate place for me to express my values through my work.

My service on the Planning Commission is another way I have expressed my values and gained experience to serve our city. In more than six years as a planning commissioner and commission chair, I participated in the deep outreach that led to the values represented in the Land Use and Circulation Element (LUCE) framework. Primary among these values is neighborhood protection. Over the years, my commissioners and I also made environmental sustainability a priority, required pedestrian-friendly design, protected neighborhood markets, encouraged outdoor dining, permitted affordable housing, recommended a noise ordinance to council, contributed to the design of the light rail, and recommended zoning changes that reduced development scale in our neighborhoods.

In 2008, my service on the Planning Commission led me to join some of our civic leaders, including Mayor Genser, to defeat Measure T, a poorly drafted control on land use that voters rejected by over 55 percent. Although reasonable people disagreed on the policy (Councilmember Bobby Shriver, for example, favored Measure T), campaign proponents used rhetoric that was unnecessarily vitriolic to demonize opponents of the measure. Such rhetoric is partly what doomed Measure T.

The night of my appointment, many people turned out to speak on the topic. Some spoke in favor of one or another applicant, but some spoke directly against me. Those who spoke against me used rhetoric reminiscent of the pro-Measure T campaign. It was insulting, inaccurate, and accusatory. Since I don't personally know them, they must have formed judgments of me based on hearsay. It was an example of the worst in our city's political discourse. Our voters have rejected it time and again.

Now more than ever we need to summon our city's best. Our youth are still facing violence as a fact of life in the Pico Neighborhood; the recession has deeply hurt many — especially our neighbors who were only barely getting by; our warming planet is threatening our necessary resources; our city's budget is in deficit; our schools are laying off teachers, increasing class sizes and making do without. What's more, little of this matters if we do not have a safe community in which to live, so our public safety professionals need our full support. This year's tragedies in Haiti and Chile are a chilling reminder of the value our service professionals provide. These are the reasons why public service matters — in all its forms — and why I am willing to do my part even when venomous language attempts to distract us.

My hope is that as a council member I can be a bridge-builder between the diverse interests in our city. When I ran independently for council in 2006, this was my goal. The only people who will ever pull my strings are the voters.

I accept this office with big shoes to fill. Mayor Genser was a true statesman, and his example should guide us. I invite readers to reach me at 310-458-8201 or Terry.O'Day@smgov.net to discuss how we can contribute to improving our future — together.

TERRY O'DAY is a Santa Monica City Councilman and executive director of Environment Now, a nonprofit founded in Santa Monica and dedicated to restoring and preserving California's ecosystems.

The Q Line

Is it twilight for the Dance Series?

Santa Monica Pier leadership revealed recently that a lack of funding for the annual Twilight Dance Series may force organizers to either scale back the concerts or replace the series with a less expensive version. To make up the shortage, officials have launched a fundraising drive.

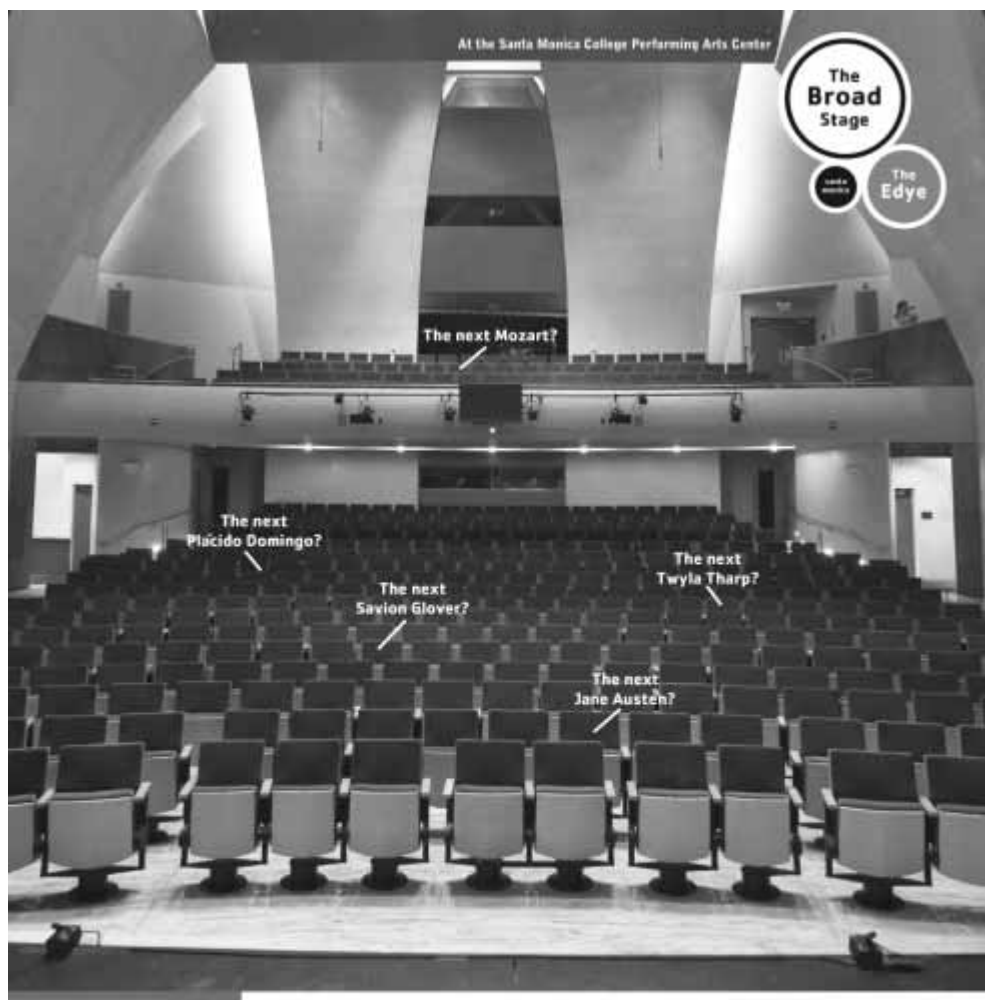
So, this week's Q-Line question asks:
Is the series worth saving or should it be replaced by something more cost effective?

Call (310) 285-8106 before Friday at 5 p.m. and we'll print your answers in the weekend edition of the Daily Press.


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Toyota begins to rebuild image

EMILY FREDRIX
AP Marketing Writer

NEW YORK New ads for troubled automaker Toyota Motor Corp. are skipping the apologies and easing back into sales pitches — too soon, some say.

The campaign pushes the idea that Toyota customers remain loyal, even as the company faces congressional inquiries and some reports that its repairs may not fix the problem.

The new campaign, by Toyota's main ad agency Saatchi & Saatchi, emphasizes what Toyota says are real satisfied buyers testifying that they still feel safe in their new Toyotas even after weeks of revelations about accelerator problems.

"And our own personal experience? These cars that we've had have been exceptionally safe," baby boomer Mark Murphy says in one ad. The ad says he and his wife, Donna, bought Corolla and a Sienna on Feb. 20.

The new campaign, which started March 2 and is scheduled to run through April 5, does one thing right, marketing experts say: Troubled brands have to play to their strengths by wooing loyal fans. But some say skipping past the apologies could make Toyota look like it's mocking safety concerns that are still very real.

Ford Motor Co., for example, laid low on heavy sales pitches for its Ford Explorer for months in 2000 after Bridgestone tires used on the SUVs caused blowouts that led to more than 250 traffic deaths.

People need time to digest bad news, so companies shouldn't try to start selling too soon, said Mike Sheldon, CEO of ad agency Deutsch LA.

"We haven't had that chance to just get through the problem and they're already trying to sell me stuff? I believe that consumers will feel a little confused, like, 'Aren't you still fixing the problem? Why are you trying to sell me so hard?' he said.

Saatchi & Saatchi referred requests for comment on the campaign to Toyota. The automaker's spokespeople didn't respond to requests for comment.

The local and national television ads feature unprecedented incentives from Toyota, which saw its sales fall 9 percent last month. They're the first major sales push since the company's trio of apology ads, which started airing in early February telling owners that Toyota was taking care of problems. Incentives include zero percent financing for five years and auto maintenance plans for new owners that rival offerings by luxury brands.

But buyers don't want that, Sheldon said. They still want to know the company is taking care of its problems before they're sold on new cars, deal or not. The company should have waited at least a month, maybe two before pushing sales, he said.

"Any communication right now should be 'here's what you need to do, here's how we're solving this problem.' Leave the schmaltzy music and imagery out. There are serious issues," Sheldon said.

Some even think Toyota should stop advertising for now and instead tell its story through news reports and social media, which can offer more credibility.

"When there's a very negative story connected with a brand, it's extremely difficult for any paid advertising to deal with that issue because it's self-serving," said Al Ries, chairman of Ries & Ries, a marketing strategy firm in Atlanta. "It's not helping."

But Toyota wants sales. First-time Toyota shopper numbers fell last month, the first full month of sales since the company suspended sales of eight models on Jan. 26. Toyota Vice President Bob Carter told reporters this week that Toyota was focusing less on sales last month, but is shifting back now. All models are back in showrooms.

"Frankly as an organization, we turned our sights away from sales and went 100 percent at taking care of our customers. It was the right thing to do and now coming in March, we're back in the sales business," he said.

Some say the money the company is spending — the amount of which it declined to release — is worth it because it relies on these brand loyalists who can turn skeptical shoppers into potential buyers.

The ads are clearly designed to keep people feeling positively about the brand, said Deborah Mitchell, senior executive fellow at the Wisconsin School of Business. She said they work because they feature so many loyalists, something few companies could pull off during such a tough time.

But that strong loyalty can make the risks even bigger, she said.

"If consumers decide Toyota has lied to them, there will be a huge backlash."

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Earth Talk

By the editors of E Magazine

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Send comments to editor@smdp.com



Photo courtesy Tree & J. Hensdill/Flickr

GETTING AN EARLY START ON HEALTHY EATING: **Christine Steendahl of Kid Approved Meals stresses the importance of teaching kids which snacks to eat and which to avoid early in life so that they can sidestep obesity and other health problems altogether. Fruits, nuts and dry cereals, for example, are good alternatives to chips and other junk food.**

Eating right for life

Dear EarthTalk:
I see a lot of "healthy snacks" being marketed for kids that list "natural flavors" but don't identify them. Should I use these products?

John Stein, Methuen, MA

BELOVED FOOD WRITER MICHAEL POLLAN recommends steering clear of foods that advertise their green attributes on their label. According to his line of reasoning, why give a child a fruit roll-up when you can give him or her a piece of fruit? Only processed foods need to advertise what's natural about them, whereas an apple speaks for itself, providing wholesome nutrition without the need for marketing hype.

But most of us depend on the occasional packaged or processed food, so choosing between the lesser of two evils sometimes has to be the way to go. If a product lists natural ingredients on its label — anything from real fruits, vegetables and nuts to cereals, grains and other healthy foods you can recognize without a food dictionary on hand — it's probably better than a food reliant on artificial flavors and sweeteners.

"One way for your kids to enjoy healthy snacks is to get them started on naturally sweet foods," says Christine Steendahl of Kid Approved Meals, which sells menus and shopping lists to parents looking for guidance in meal preparation. "Since most kids crave sweets…naturally sweet foods such as fruits are perfect," she says. Real bananas, oranges, apples, cherries, strawberries and other fruits are popular with most kids. "You can mix in yogurt or even make a fruit smoothie with some milk and a drop of chocolate or other natural flavors," Steendahl suggests.

"One thing to recognize about children is that if they try enough types of natural and healthy snacks, they will find one that they enjoy," says Steendahl. "The problem is that many times parents give up trying to find the snacks that their kids like and settle for popular junk foods instead." She stresses the importance of teaching kids which snacks to eat and which to avoid early in life so that they can sidestep obesity problems altogether. Nuts and dry cereals, for example, are good alternatives to chips and other junk food.

According to California-based pediatrician and author William Sears, who markets his own line of healthy kids snacks called Lunchbox Essentials, parents should make sure that any snack foods they give their family members provide both fiber and protein, which give the feeling of fullness, and taste good as well. He adds that parents should learn to read labels so they can tell which products contain hydrogenated oils, artificial colors, preservatives and high-fructose corn syrup — all of which should be avoided.

As a last resort for especially finicky kids, parents can find packaged snacks that might look like junk food but are actually healthy and nutritious, including certain brands of fruit roll-ups and granola bars. Look in the snack aisle of your local natural foods market for such items, and don't be afraid to ask store personnel for recommendations. It's important to take your child's nutrition seriously. Whether he or she ever realizes it, you are setting patterns that will enable them to live healthier and longer lives.

Want to talk environment? Submit questions to earthtalk@emagazine.com.

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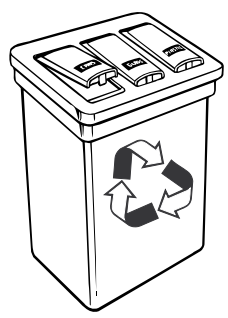


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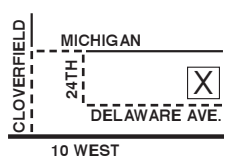
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KNOW BEFORE YOU GO

Palisades Bluffs Stabilization Project

A northbound lane of Pacific Coast Highway will be closed between 8 a.m. and 3 p.m. until further notice. Any questions can be directed to the hotline, (866) 755-7679.

Stimulus Funded Citywide Street Improvement Project

Street resurfacing and sidewalk replacement will occur at various locations as follows: 26th Street between Carlyle and Montana; Montana between 17th and 26th; Broadway and Colorado between 12th and 26th; Lincoln between Colorado and Olympic; Ocean Park Boulevard between Lincoln and 25th; and Barnard Way between Ocean Park and Pico boulevards resulting in intermittent lane closures and detours. The construction schedule is subject to change without notice based on weather conditions.

Big Blue Bus Campus Expansion Project (1620 Sixth St.)

No parking along the west sidewalk of Seventh Street between Colorado Avenue and Olympic Boulevard until May 2010. The construction schedule is subject to change without notice due to weather conditions.

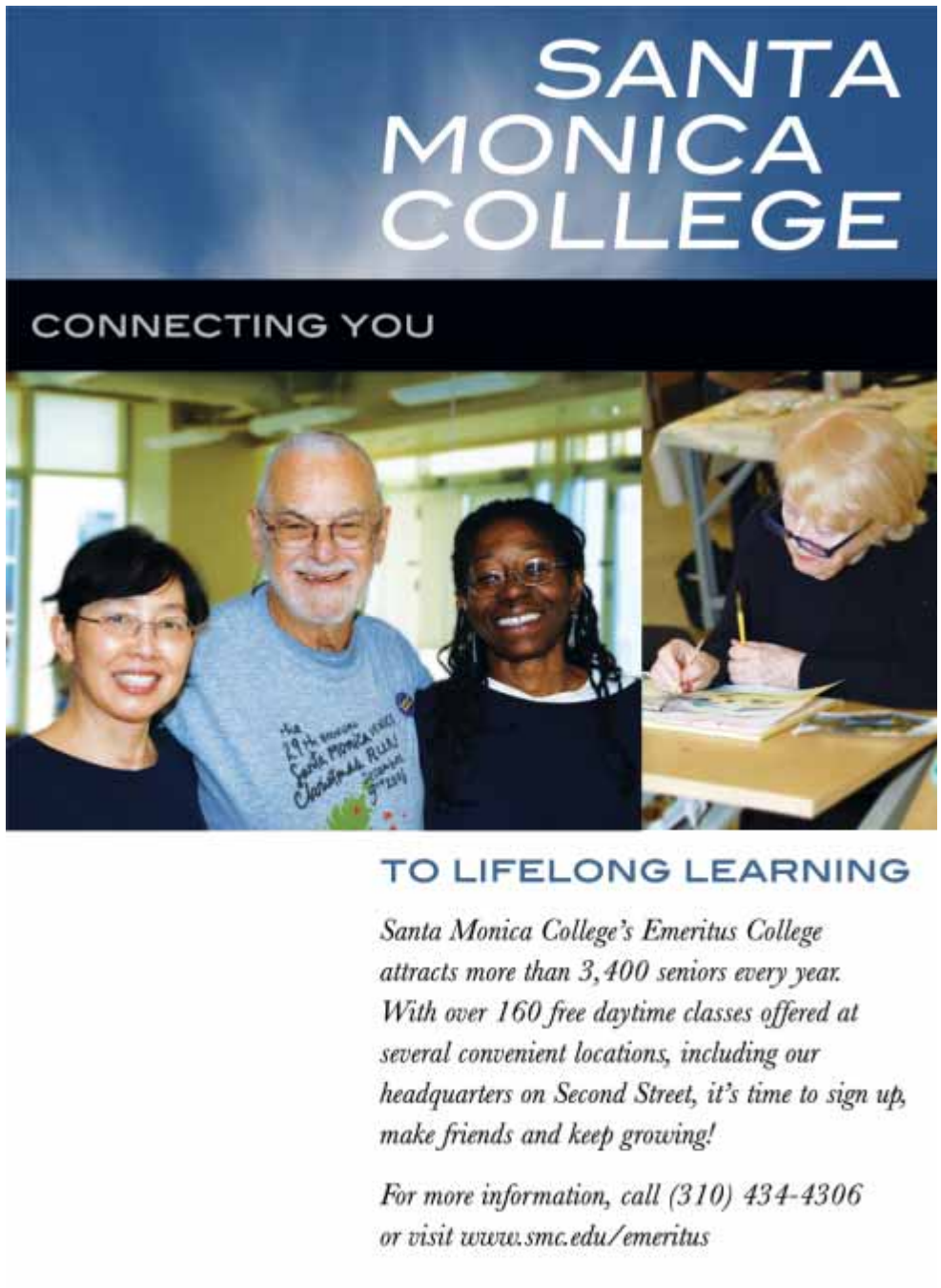
Annual Street Improvement Project

Construction of concrete gutters on San Vicente Boulevard between Seventh and 16th streets; on Brentwood Terrace between 12th and 14th streets; and on Carlyle Avenue between 18th and Euclid streets. This will result in intermittent lane closures.

Parking Structures at Santa Monica Place

Starting Monday, March 1, 2010, Parking Structure #8 (located at Second Street and Colorado Avenue) will be completely closed for approximately 4 and a half months. Full closure of this garage is necessary to carry out extensive interior and exterior improvements including parking control equipment and structural upgrades, façade enhancements, and public art installation. Parking Structure #7 (located at Fourth Street and Broadway) will close for similar improvements after Parking Structure #8 is re-opened. For questions or comments concerning the construction, please contact Dan Griffin at (310) 394-6000 or Greg de Vinck at (310) 458-8733. For questions about parking availability in Downtown, contact Frank Ching at (310) 458-8295.

For more information on projects, please visit the Know Before You Go Web site at www.knowB4ugo.smgov.net.



Administration considers action

FROM **STIMULUS** PAGE 3

most are seeing the least."

The Obama administration has taken steps to address minority concerns. Transportation Secretary Ray LaHood wrote governors in December urging them to work with disadvantaged businesses. LaHood suggested unbundling large contracts to make them more accessible to small businesses, and emulating a Missouri contracting project that made community groups and openness part of the process.

LaHood's department has pledged $20 million in subsidies to help disadvantaged businesses pay bonding premiums and fees, and has established a short-term loan program that lent $4.9 million in 2009. Last month, LaHood announced $9.9 million in grants to help businesses owned by minorities and women compete for federal contracts.

Federal agencies held more than 300 events nationwide to educate minority businesses about stimulus opportunities, said White House spokesman Corey Ealons. He also said there is a backlog of awarded contracts that have not yet been entered into the tracking database.

The White House also pointed out that about $21 billion of the $46 billion is guaranteed, and the rest are options. Latino-owned businesses have received 3.7 percent of the guaranteed total, and black-owned businesses 2.4 percent.

Samohi advances to state playoffs

FROM **SAMOHI** PAGE 1

Of the four Leuzinger game films that Hecht and the Vikings analyzed, each one featured a Leuzinger team that struggled during first quarters.

"We didn't expect them to start like that," Samohi's James Montgomery said.

Hecht said afterward that he was surprised to see the Olympians so sharp early on, which wasn't a good sign of what was to come.

Leuzinger followed the strong first quarter with just nine points in the second. Samohi failed to take advantage of the lull in scoring and trailed 31-15 at the half.

"We just couldn't get our rhythm right," Hecht said. "We were passive."

The Vikings didn't make a game of it until midway through the fourth quarter. Samohi entered trailing, 46-24, but slowly whittled down Leuzinger's lead to 50-36 with three minutes to play.

"We finally started playing with a sense of urgency," Hecht said. "We tried to go on a run, but they got a stop and scored a couple of quick baskets to end that."

Despite the loss, Samohi will be invited to the state tournament, but drawing a home game in the first round may be tough because of the way the Vikings lost on Saturday and its No. 8 seeding.

Hecht said he's happy that his 10 seniors will get another chance at a title, but lamented what would have been his first CIF-SS title in 16 years as head coach.

"This is a tough pill to swallow," he said during the post-game press conference.

Samohi was led on offense by Montgomery, who scored 10 points. Danilo Toskoic and Corey Walker added seven each.

"I'm proud of my guys," Hecht said. "They did a lot to get here."

daniela@smdp.com



Brandon Wise *brandonw@smdp.com*

ABARBANEL

Abarbanel creates rape treatment model

FROM CP PAGE 1

population of victims, ranging in age from four months old to 98 years old.

Abarbanel has worked not only to ensure comprehensive medical and psychological care for victims of sexual abuse around the clock, but also to enact social change. She said that over time, patterns begin to emerge from victims' experiences and it becomes apparent what changes need to be made. She and other members of the center initiated legislation including removing resistance regulations from California rape laws and providing more rights for child victims.

> **"THE HEART AND SOUL OF THE RAPE TREATMENT CENTER IS THE CARE WE PROVIDE FOR VICTIMS."**
>
> **Gail Abarbanel,**
> Rape Treatment Center at Santa Monica-UCLA Medical Center founder and director

Center staff partake in prevention programs in schools, teaching students across the Los Angeles area about sexual assault. Another arm of their education outreach involves professional training for police, judges, prosecutors, and anyone else who may come in contact with a rape victim.

"The most difficult challenge is that rape and child sexual assault are still very misunderstood crimes," Abarbanel said. "Too many victims don't get help because they don't feel safe coming forward."

The center and its programs have grown in response to patient needs. Many models created at the Rape Treatment Center are replicated across the country, such as integrating psychological and forensic services for victims as part of the emergency care, which is done in the center's Verna Harrah Clinic. Another innovative element of the center is Stuart House, located nearby. Stuart House is a service for child sexual assault victims. It brings together police officers, prosecutors and child services under one roof, where they work as a team for each child. This eliminates the need for children to make visits to many different offices, recounting their experience each time.

With so many programs, Abarbanel has her hands full. On a typical day, she is responsible for overseeing rape treatment, preventative programs, professional training, and the fundraising that keeps the entire operation running. All services at the center are free to patients and provided for by grants and donations.

Abarbanel's hard work was recently recognized by the Women's Advisory Board of the City of West Hollywood. In celebration of Women's History Month each March, the board honors two notable American women who have greatly contributed to the lives and empowerment of women. Past esteemed women include Hillary Rodham Clinton, Rosa Parks and Gloria Steinem. This year, Abarbanel joins the ranks of these women as a 2010 honoree for her trailblazing work in the field of rape and sexual assault treatment.

Regardless of the accolades, Abarbanel remains focused on her center. Even though she sometimes receives threats from sexual offenders and therefore prefers to remain quiet about her private life, she carries on with her work.

"The center is a unique place that offers hope, healing and justice for victims," Abarbanel said. "It's like a beacon of light that's on 24-hours a day."

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SURF REPORT

SURF CONDITIONS **WATER TEMP:** 58°

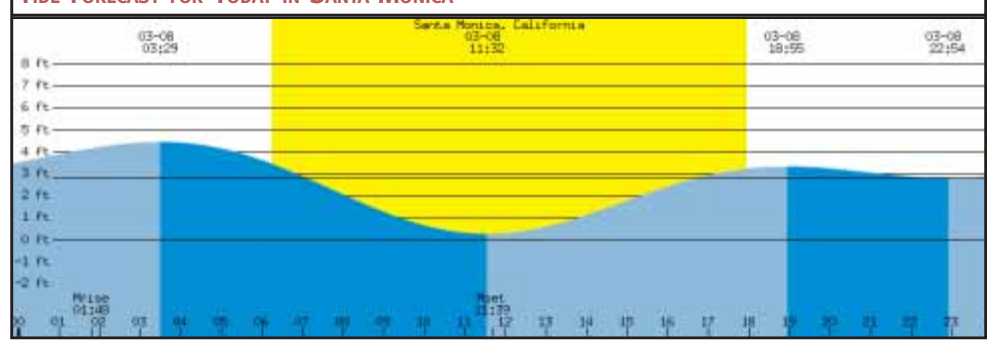
SWELL FORECAST

Should see clearing conditions, but swell is likely to back down to waist to chest high around west facing breaks.

LONG RANGE SYNOPSIS

MAY SEE A SMALL BURST OF WIND SWELL ALONG THE COAST, BUT CHEST HIGH MAX IS ALL I'D CALL ON THAT TODAY.

TIDE FORECAST FOR TODAY IN SANTA MONICA



BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **March 2, 2010**

HEAL THE BAY - 1444 9th Street, Santa Monica, CA 90401 - www.healthebay.org - brc@healthebay.org - 800 HEAL BAY

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 1
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 16
- Number of A grades for dry/wet weather -- 38 / 29
- Number of (C,D,F) grades for dry/wet weather -- 9 / 15

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, simplehuman, SIMA

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for 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
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	F
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lechusa and Los Alisos creeks.	A+	A+
Encinal Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	A+	F
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildlife Rd. (private).	A+	A+
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	D
Escondido Creek, just east of Escondido State Beach.	F	F
Latigo Canyon Creek mouth.	A+	A+
Solstice Canyon at Don Blocker County Beach.	A+	D
Puerco State Beach at creek mouth.	A+	A+
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	F	F
Surfrider Beach at Malibu Colony fence.	A+	A+
Surfrider Beach (beach location)- daily.	F	F
Malibu Pier - 50 yards east.	A+	F
Carbon Beach at Sweetwater Canyon.	A+	A+
Los Flores State Beach at Los Flores Creek (point zero).	A+	A
Big Rock Beach at 19948 PCH stairs.	A+	A+
Pena Creek at Los Tunos County Beach.	A	A+
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	F	F
Castlerock Storm Drain at Castle Rock Beach.	A+	A+
Santa Ynez Storm Drain at Castle Rock Beach.	A	B
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	A+

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+	A+
Will Rogers State Beach at Temescal Canyon drain.	A+	A+
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	F	F
Santa Monica Beach at Montana Ave. drain.	A+	A+
Santa Monica Beach at Wilshire Blvd. drain.	A+	A+
Santa Monica Municipal Pier.	C	F
Santa Monica Beach at Pico/Kenter storm drain.	C	F
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	A+
Ocean Park Beach at Ashland Ave. drain.	A+	D
Venice City Beach, at the Rose Ave. storm drain.	A+	B
Venice Beach at Brooks Ave. drain.	A+	A+
Venice Beach at Windward Ave. drain.	A+	A+
Venice Fishing Pier - 50 yards south.	A+	A+
Venice Beach- projection of Topsail St..	A+	A+
Marina del Rey, Mothers' Beach- lifeguard tower.	C	D
Dockweiler State Beach at Ballona Creek mouth.	A+	F
Dockweiler State Beach at Culver Blvd. drain.	A+	B
North Westchester Storm Drain at Dockweiler State Beach.	A+	A+
Dockweiler State Beach at World Way (south of D&W jetty).	A+	A+
Dockweiler State Beach at Imperial Hwy drain.	A+	A+
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Dockweiler State Beach at Grand Ave. drain.	A+	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

Heal the Bay is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

Heal the Bay's Beach Report Card℠ is based on weekly water quality monitoring data provided by the City of Los Angeles' Environmental Monitoring Division and the Los Angeles County Department of Health Services. Data is analyzed as soon as it is made available to us by the public agencies. Beaches are graded on an A–F scale based on the risk of ocean users becoming ill. Samples are analyzed for bacteria—enterococcus, total and fecal coliforms—that indicate biological pollution. A fact sheet detailing the exact methodology used in determining grades for each location is available from the office or on our web site. The report is not designed to measure the amount of trash or toxins found at local beaches.

The Beach Report Card is an indication of past water quality and is not a warranty of the current safety of those areas surveyed. Our lawyers are happy.

MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(323) 466-FILM

Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade

Cop Out (R) 1hr 50min
1:45pm, 4:20pm, 7:00pm, 9:40pm

The Wolfman (R) 2hrs 5min
2:00pm, 4:45pm, 7:15pm, 9:45pm

The Imaginarium of Doctor Parnassus (PG-13) 2hrs 2min
4:30pm, 9:55pm

Shutter Island (R) 2hrs 18min
2:45pm, 6:00pm, 9:15pm

Up in the Air (R) 1hr 49min
1:50pm, 7:20pm

AMC 7 Santa Monica
1310 Third St.
(310) 289-4262

Alice in Wonderland (in Disney Digital 3D) (PG) 1hr 49min
12:45pm, 1:20pm, 3:30pm, 4:10pm, 6:15pm, 7:00pm, 9:00pm, 9:50pm

Cop Out (R) 1hr 50min
2:30pm, 5:00pm, 7:30pm, 10:05pm

Shutter Island (R) 2hrs 18min
1:00pm, 2:00pm, 4:30pm, 5:15pm, 7:45pm, 8:30pm

Dear John - Digital Presentation (PG-13) 1hr 48min
1:45pm, 4:20pm, 7:20pm, 9:55pm

The Crazies (R) 1hr 41min
1:15pm, 4:15pm, 7:05pm, 9:45pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 394-9741

The Hurt Locker (R) 2hrs 26min
4:00, 9:45

An Education (PG13) 1hr 55min
1:50, 4:30, 7:30, 10:00

Crazy Heart (R) 2hrs 07min
1:30, 4:20, 7:10, 9:55

Ajami (NR) 2hrs 15min
1:15, 7:00

The Ghost Writer (PG-13) 2hrs 23min
1:00, 4:00, 7:00, 10:00

Mann's Criterion Theatre
1313 Third St.
(310) 395-1599

Avatar 3D (PG-13) 2hrs 40min
11:30 am, 3:00, 6:30, 10:00

Brooklyn's Finest (R) 2hrs 13min
11:00 am, 12:30, 2:00, 3:30, 5:00, 6:40, 8:00, 9:30, 11:00

The Blind Side (PG-13) 2hrs 6min
12:50, 3:50, 6:50, 9:50

Percy Jackson & The Olympians: The Lightning Thief (PG) 2 hrs
1:30, 4:20, 7:00, 9:40

Valentine's Day (PG-13) 1hr 57min
1:10, 4:10, 7:10, 10:10

For more information, e-mail news@smdp.com

Order in, Libra

ARIES (March 21-April 19)
★★★★ An idea that pops up in the a.m. might not sound as great by the p.m. Brainstorming sessions are helpful, but being practical is just as important. Keep working with others, especially those you respect. You will come up with the right path. Tonight: You could be burning the midnight oil.

TAURUS (April 20-May 20)
★★★★★ Be forthcoming with a partner. What this person believes is workable could be problematic at best. You have the wherewithal to bypass this issue or resolve it. Work with others, helping them to see past the obvious. Tonight: Answer e-mail; surf the Net.

GEMINI (May 21-June 20)
★★★★ Let others run the show. Their need to be in control actually will free you up to do something more to your liking. You need to understand what is going on with a partner, but rest assured, you will hear it loud and clear. Tonight: Chat over dinner.

CANCER (June 21-July 22)
★★★ Dive into work, and you'll get a lot done very quickly. Be direct with someone who knows how to push your buttons. You are certainly on top of your game, and don't need to be pushed or prodded. Establish your boundaries. Tonight: Just don't be alone.

LEO (July 23-Aug. 22)
★★★★★ Whether you choose to take a leap of faith this morning or this afternoon could make all the difference in the outcome. Focus on the job at hand. You might be amazed by how a new approach works. Tonight: Burning the midnight oil.

VIRGO (Aug. 23-Sept. 22)
★★★★ You might have a difficult time getting going, but once you do, you could be a force to reckon with. Say "no" to additional expenses. Spending could get out of control easily. Your imagination seems limitless. Tonight: Do what you want.

LIBRA (Sept. 23-Oct. 22)
★★★★ Clear the decks early on, when others can and will hear you. Later, communication won't flourish so easily. Stay in tune with your needs when dealing with a personal problem. Trust that the other party will do the same. Tonight: Order in.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Be aware of your limits, knowing when you want and need to say "enough." Your creativity swells to a new level, opening a door in a conversation. You might need to revise your thinking about a key person. Tonight: As you like.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Although you feel unstoppable, you'll discover otherwise this afternoon. A meeting could prove to be most provocative and difficult, constantly challenging you to new levels. A friend could let you down, or a meeting could become difficult. Tonight: Pay bills first.

CAPRICORN (Dec. 22-Jan. 19)
★★★ You might want to know more of what is happening this morning. By the afternoon, you couldn't care less and are empowered and energized. Your ability to discern what is necessary comes forward. Tonight: You will handle what is necessary.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Take what someone says with a grain of salt. You might be more optimistic or hopeful than you realize. Though this person means well, he or she might not come through for you. You might have more on your plate than you realize. Tonight: Listen well.

PISCES (Feb. 19-March 20)
★★★★ You might want to stay on top of a situation. If you can keep your focus, only good news will head in your direction. Be happy with the good results, even if someone you care about wishes for more. Tonight: Find a reason to celebrate.

Happy birthday

JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:
★★★★★ Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

This year, your creativity comes out over and over. The issue might lie in the fact that you are not sufficiently comfortable or self-confident. Learn to trust yourself, your energy and your ideas. New beginnings become possible if you follow your sixth sense. If you are single, you could discover that suddenly someone quite alluring is among your friends. Enjoy getting to know this person better. If you are attached, you want to become more social and/or committed to a key cause as a couple. CAPRICORN is a friend indeed.

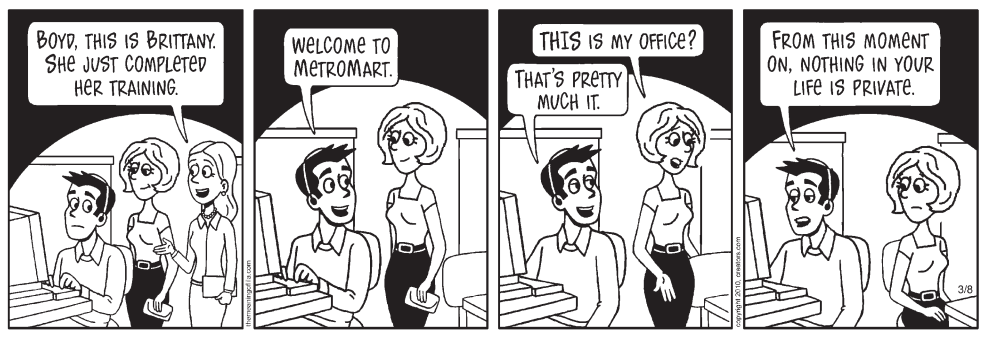
Girls and Sports

By Justin Borus and Andrew Feinstein



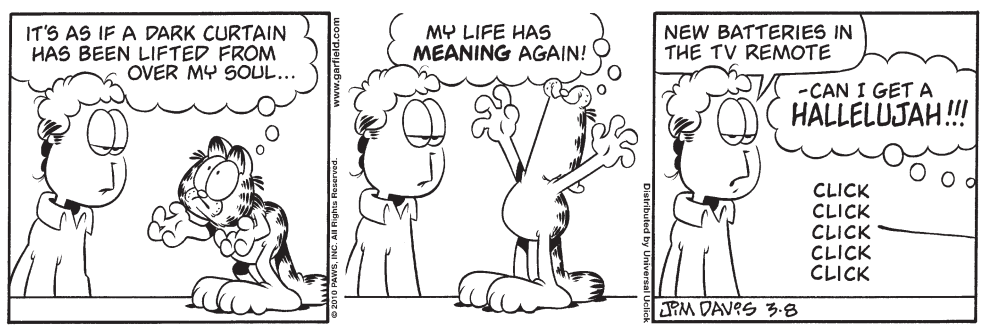
The Meaning of Lila

By John Forgetta & L.A. Rose



Garfield

By Jim Davis



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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- As little as 3 hours per week
- Parking available

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Santa Monica, CA

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 ★

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

King Features Syndicate

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

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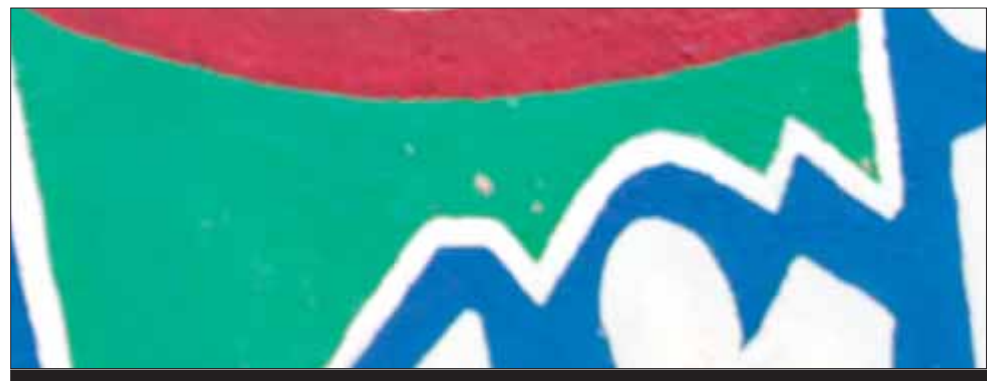
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Santa Monica, CA 90404



Troy Wilson, Agent
Insurance Lic. #: 0075687
Bus: 310-315-1955
Monday-Thursday 8:30am-6pm
Friday 8:30am-5pm
Saturday 10am-2pm

Frank D. Wilson, Agent
Insurance Lic. #:0164884
Bus: 310-696-0555
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MYSTERY PHOTO

Brandon Wise *brandonw@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Sneaker features
6 Mimicked
10 Politician's concern
11 Passover meal
13 Discovered by accident
14 Heinlein's genre
15 Grow older
16 Backgammon cube
18 Toe count
19 Prisons department
22 Anger
23 Trick
24 Airplane wing parts
27 Party spreads
28 Top-notch
29 Online info list
30 Links
35 Mamie's mate
36 DVR's forerunner
37 Snapshot
38 Blame-dodging words
40 Martini garnish
42 "— Tag!" (German greeting)
43 Sheet material
44 Circus sight
45 Wasn't thrifty

DOWN

1 Purple hue
2 Pal, to Pedro
3 Supply the party
4 Big head
5 E-mail users
6 Useful skill
7 Chest muscle
8 Remove from copy
9 Protection
12 Frees of lather
17 Rink surface
20 Mature
21 Baghdad native
24 Opposite
25 Crow's-nest occupant
26 Frankie's co-star
27 Makes rounds
29 TV watchdog
31 Happening
32 Speculate
33 David of "Separate Tables"
34 Fragrance
39 Fellows
41 Sassy talk

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

Saturday's answer

NEW CROSSWORD BOOK! Send $4.75 (check/m.o.) to Thomas Joseph Book 1, P.O. Box 536475, Orlando, FL 32853-6475

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	26			■	27				
28				■	29			■	■	■
30				31				32	33	34
35			■	36			■	37		
38			39		■	40	41			
42					■	43				
■	44				■	45				

3-8

DAILY LOTTERY

MEGA MILLIONS: 11 31 34 44 52
Meganumber: 32
Jackpot: $12M

SUPER LOTTO PLUS: 19 22 33 41 42
Meganumber: 17
Jackpot: $19M

FANTASY 5: 2 7 10 33 36

DAILY 3: MIDDAY: 8 3 2
EVENING: 5 1 7

DAILY DERBY:
1st: 01 Gold Rush
2nd: 11 Money Bags
3rd: 12 Lucky Charms
RACE TIME: 1.43.42

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at http://www.calottery.com

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ **Didn't Think Ahead:** (1) Two men tied up employees at a recycling company in Chicago in December, intending to take away the ATM on the premises, which is normally used to pay people who bring in scrap metal. However, the two men fled empty-handed after realizing that they were not strong enough to carry the 250-pound machine out to their truck. (2) Lloyd Norris, 57, was arrested in Gwinnett County, Ga., in February and charged with mortgage fraud, after he tried to buy a house with "cash" consisting of a nonsensical $225,000 "U.S. Treasury" promissory note, supposedly "certified" by Secretary Timothy Geithner. Norris had prepared $1 billion worth of the documents on his computer and apparently assumed that banks would not look too closely at them.

■ (1) A 31-year-old man was stabbed in St. Cloud, Minn., in January. He told police that he and another man were approaching each other on a sidewalk, and when neither man gave way, the other man stabbed him. (2) Scott Elder, 22, was charged with shooting a 24-year-old man in Savannah, Ga., in October after an escalating argument that started when one of the two strangers sent a text message to a wrong number. One comment led to another, and the men agreed to meet in a downtown parking lot to settle things. (3) Lankward Harrington, 25, was walking past a gardener working on lawn in Washington, D.C., in October 2006 when grass clippings blew onto his clothes. At his trial in October 2009, Harrington was convicted of murder for shooting the gardener four times in the face. Said Harrington, on the witness stand: "He got grass on me. (I) take pride in my appearance."

TODAY IN HISTORY

1966 A bomb planted by young Irish protesters destroys Nelson's Pillar in Dublin.

1974 Charles de Gaulle Airport opens in Paris, France.

1979 Philips demonstrates Compact Disc publicly for the first time.

1980 The first festival of rock music kicks off in the Soviet Union.

WORD UP!

inveterate
\in-VET-uhr-it\ , adjective;
1. Firmly established by long persistence; deep-rooted; of long standing.

Santa Monica Daily Press

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All classified liner ads are placed on our website for **FREE!** Check out ***www.smdp.com*** for more info.

Obituaries

EUGENE GRECO

GRECO, Eugene, passed away March 1, 2010. He is survived by his wife, Ann; his sons, Scott (Cami) and Chris (Kathy) and his grandchildren, Steven Greco and Monika Wesley. A funeral service will be held on Friday, March 5, 2010 at 1:00 PM in the Woodlawn Mausoleum Chapel at Woodlawn Cemetery, 1847 14th Street, Santa Monica. Midgley Gardenside Mortuary assisting the family.

For Sale

SPA/HOT TUB 2010 Model. Neck Jets. Therapy seat. Warranty. Never used. Can deliver. Worth $5950, sell for $1950 (310)479-3054

For Rent

MAR VISTA, 11621 Braddock Dr. unit 2 2bdrm. 1.5 bath, $1225 & up, townhouse style, stove, carpt, w/d hookup, patio, gated parking, carpet, intercom entry, no pets.$700 off move-in (310)967-4471 www.jkwproperties.com

1248 11TH st.unit A 2bdrm/1 1/2bath, lower carpet stove, blinds, laundry, vinyl flooring, balcony parking, no pets.on site manager $1540.(310)393-6322 www.jkwproperties.com

12746 Pacific Ave. unit 6 1+1 stove, fridge, dishwasher, wall ac, carpet, blinds, laundry,intercom entry, parking, no pets. $1195.move-in special $500 off (310)578-7512 www.jkwproperties.com

3206 BAGLEY AVE. 1+1 upper, stove, fridge, blinds, carpet, dishwasher, on-site laundry, garage parking, intercom entry no pets. $1050 $500 off move-in (310)578-7512 jkwproperties.com

501 N. Venice 1+1, #29 $1225/mo stove, fridge, carpet, utilities included, laundry, parking, no pets. $500 off move-in (310)574-6767 www.jkwproperties.com

Culver City 4058 LaSalle Unit B lower duplex unit 1+1 w/office, hardwood floors, ceiling fan, breakfast nook, washer/dryer stove, fridge, parking, no pets. $1425/mo $500 off move-in (310)578-7512 www.jkwproperties.com

MAR VISTA: 11932 Courtleigh Dr. unit 9, $1025/mo. 1+1 stove, fridge, carpet, blinds, carpet, utilities include, intercom entry, laundry, gated, parking, no pets. $500 off move-in (310) 737-7933 jkwproperties.com

MAR VISTA: 12434 CULVER Blvd. unit 1 2+2 stove, fridge, AC, carpets blinds, laundry room, intercom entry, gated parking, no pets.$1350/mo $900 off move-in (888)414-7778 www.jkwproperties.com

MAR VISTA 12450 Culver Blvd. 1bdrm/1bath, gated parking, intercom entry, stove, fridge, utilities included, laundry, parking, no pets. $995 & up (888)414-7778 www.jkwproperties.com

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721 Pacific St. #1 2+1 1/2
$1995 New hardwood floors, Pet OK

1214 Idaho Ave. #8, 2+1 1/2
Townhouse, Garage $2350

2739 Midvale Ave. 3+1 $2795
House w/large backyard
Nancy (310) 237-8695

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MAR VISTA 2bdrm/1bath, 11461 Washington Place.Unit D, upper, stove, blinds, carpet, laundry, garage parking, no pets $1295 1/moth FREE with year lease (310)578-7512 jkwproperties.com

MV/MDR adj. 1+1, kitchen, stove & refrigerator, large closets, carpets, laundry, parking. $1100 Info (310)828-4481 or (310)993-0414 after 6p.m.

PALMS 2+1 3633 Keystone ave #1 stove, blinds, tile flooring, carpets, ceiling fan, laundry,parking, AC, no pets. $1295/mo $500 off move-in (310)578-7512 www.jkwproperties.com

PALMS 3540 Overland 1+1 unit 5 $875 Stove, fridge, carpet, blinds, laundry, street parking, no pets. $700 off move-in special. (310)578-7512 www.jkwproperties.com

PRIME LOCATION Studio in SM. with hardwood floors, new condition, renovated kitchen, parking, (310)264-6699 smgiftstore@gmail.com

SANTA MONICA . $1225.00 1 Bdrm,1 Bath, No pets, stove, refrg, parking 1935 Cloverfield Blvd. #3, Open daily 8am- 7pm. Additional info in Unit. Mgr in Apt #19

SM. 2+2 Close to beach walk-in closets, many windows, parking $1995/mo 1913 11th Street (323)654-9880

VENICE 14 Outrigger St. unit 2 1+1 $2000. Stove, fridge, blinds, tile , onsite laundry, dishwasher small pet OK w/deposit garage parking no pets (310) 578-7512 jkwproperties.com

WLA 1+1 2656 South Barrington Ave. unit 7, $1025. Stove, fridge, dishwasher, carpet, blinds, laundry, parking, no pets. $500 off move-in (310)578-7512 www.jkwproperties.com

WLA 1215 Barry Ave. #6 1+1 $1195 stove, fridge, carpet, blinds, on-site laundry room, parking, no pets.$500 off move-in 310)578-7512 jkwproperties.com

WLA 1457 Westgate A & E 1+1 stove, fridge, blinds, tile , garage parking no pets $1175/mo $700 off move-in (310) 578-7512 jkwproperties.com

WLA, OCEAN VIEW,
2 bedroom upper, hill top apt on private driveway, large sundeck -front patio,

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Notices

THE CITY of Santa Monica is offering two (2) door knobs to the public from the Historic City Jail at no cost. Visit the City of Santa Monica website for details: www.smgov.net/architecture.

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES013777
Superior Court of California, County of Los Angeles
Petition of ROSE RAE STEVENS for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: ROSE RAE STEVENS filed a petition with this court for a decree of changing names as follows: ROSE RAE STEVENS to STACY RAE BLAKE. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: MARCH 26, 2010 Time: 8:30AM, Dept. B, ROOM 204
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: FEB 5, 2010
MARY THORNTON HOUSE
SUPERVISING JUDGE
2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS019111
Superior Court of California, County of Los Angeles
Petition of MARCIA MCMARTIN ILLING for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: MARCIA MCMARTIN ILLING filed a petition with this court for a decree of changing names as follows: MARCIA MCMARTIN ILLING to MARCIA MCMARTIN. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: MARCH 25, 2010 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: FEB 11, 2010
GERALD ROSENBERG
Judge Of The Superior Court
02/22/2010, 03/01/2010, 03/08/2010, 03/15/2010

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES013775
Superior Court of California, County of Los Angeles
Petition of HUY DUC TRAN, A MINOR BY AND THROUGH HIS GUARDIAN LITEM ANNHAN THI NGUYEN AND QUANG KIM TRAN for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: HUY DUC TRAN filed a petition with this court for a decree of changing names as follows: HUY DUC TRAN to DANIEL HUY TRAN. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: APRIL 2, 2010 Time: 8:30AM, Dept. B, ROOM 204
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: FEB 8, 2010
MARY THORNTON HOUSE
SUPERVISING JUDGE
2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES013805
Superior Court of California, County of Los Angeles
Petition of KIRISTYN ISRAELEYAN-UVASGANE for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: KIRISTYN ISRAELEYAN-UVASGANE filed a petition with this court for a decree of changing names as follows: KIRISTYN ISRAELEYAN-UVASGANE to CHRISTINE ISRAEL. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: APRIL 23, 2010 Time: 8:30AM, Dept. B, ROOM 204
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: FEB 25, 2010
MARY THORNTON HOUSE
SUPERVISING JUDGE
03/08/2010, 03/15/2010, 03/22/2010, 03/29/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES013806
Superior Court of California, County of Los Angeles
Petition of JASMEH MEHRABI for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: JASMEH MEHRABI filed a petition with this court for a decree of changing names as follows: JASMEH MEHRABI to JASMEN THOMAS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: APRIL 23, 2010 Time: 8:30AM, Dept. B, ROOM 204
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: FEB 25, 2010
MARY THORNTON HOUSE
SUPERVISING JUDGE
03/08/2010, 03/15/2010, 03/22/2010, 03/29/2010

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DBAS

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100089511 FIRST FILING. The following person(s) is (are) doing business as INSPIRED TRUTH, 2928 4TH STREET, #3, SANTA MONICA, CA 90405. The full name of registrant(s) is/are : ANGELA ROBERTSON, 2928 4TH STREET, #3, SANTA MONICA, CA 90405 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ANGELA ROBERTSON
This statement was filed with the County Clerk of LOS ANGELES County on 1/21/2010. 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 2/8/2010, 2/15/2010, 2/22/2010, 3/1/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100161564 FIRST FILING. The following person(s) is (are) doing business as CLOUTIER REMIX, 1026 MONTANA AVENUE, SANTA MONICA, CA 90403. The full name of registrant(s) is/are : AMELIA AGENCY, INC., 16535 LAS CASAS PLACE, PACIFIC PALISADES, CA 90272 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/7/2010. /s/: MADELINE L. LEONARD, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 2/4/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100145147 FIRST FILING. The following person(s) is (are) doing business as METICULOUS TV; AI #/ON 1731796, 3115 W. OLIVE AVENUE, SUITE 11, BURBANK, CA 91505. The full name of registrant(s) is/are : METICULOUS PRODUCTIONS, INC., 3115 W. OLIVE AVENUE, SUITE 11, BURBANK, CA 91505 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/1/2010. /s/: METICULOUS PRODUCTIONS, INC., PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 2/1/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100150032 FIRST FILING. The following person(s) is (are) doing business as FRESH FACE, 13050 SAN VICENTE BLVD, #101, LOS ANGELES, CA 90049; 2332 SELBY AVE, LOS ANGELES, CA 90064. The full name of registrant(s) is/are : BRADY CRAINE, 2332 SELBY AVE, LOS ANGELES, CA 90064 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: BRADY CRAINE
This statement was filed with the County Clerk of LOS ANGELES County on 2/2/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100196686 FIRST FILING. The following person(s) is (are) doing business as THE TICKET ANGELS, 755 17TH ST, SANTA MONICA, CA 90403; 1112 MONTANA AVE, SUITE 264, SANTA MONICA, CA 90403. The full name of registrant(s) is/are : MATTHEW D. PARKER, 755 17TH ST, SANTA MONICA, CA 90403; CHRISTOPHER C. DOYLE, 745 17TH ST, APT D, SANTA MONICA, CA 90402 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MATTHEW D. PARKER, CHRISTOPHER C. DOYLE
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/2010. 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

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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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100195242 FIRST FILING. The following person(s) is (are) doing business as ACCESS TO THE BOYS CLUB; ACCESSTOTHEBOYSCLUB.COM; AI #/ON 200935610232, 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, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ACCESS TO THE BOYS CLUB LLC, PRESIDENT, MARK VERGE
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100195245 FIRST FILING. The following person(s) is (are) doing business as THE HOTEL HOLLYWOOD, THEHOTELHOLLYWOOD.COM, 1020 WILSHIRE BLVD., SANTA MONICA, CA 90401. The full name of registrant(s) is/are : HOLLYWOOD GUEST INN, LLC, 1020 WILSHIRE BLVD., SANTA MONICA, CA 90401 This Business is being conducted by, a limited liability. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: HOLLYWOOD GUEST INN LLC, PRESIDENT, MARK VERGE
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100171414 FIRST FILING. The following person(s) is (are) doing business as OMEDICALSTORE.COM, 10324 NORTHVALE RD, LA, CA 90064. The full name of registrant(s) is/are : SAVIOUR PRODUCTS, INC., 10324 NORTHVALE RD, LA, CA 90064 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MICHAEL LIGHTBOURN
This statement was filed with the County Clerk of LOS ANGELES County on 2/5/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100136626 FIRST FILING. The following person(s) is (are) doing business as TELETHRIVE; RINGADOC; DOCTORS ON DEMAND; SOFA SESSIONS; DOD VENTURES, 9454 WILSHIRE BOULEVARD, SUITE 525, BEVERLY HILLS, CA 90212. The full name of registrant(s) is/are : MEDTECH SOLUTIONS, INC., 9454 WILSHIRE BOULEVARD, SUITE 525, BEVERLY HILLS, CA 90212 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2010. /s/: DAVID GONEN, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100183662 FIRST FILING. The following person(s) is (are) doing business as MONTAGE CLINIC, 3200 SANTA MONICA BLVD., SUITE 205, SANTA MONICA, CA 90404. The full name of registrant(s) is/are : QUEENIE NG, 1175 LORAIN ROAD, SAN MARINE, CA 91108 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business un-

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der the fictitious name or names listed herein.. /s/: QUEENIE NG
This statement was filed with the County Clerk of LOS ANGELES County on 2/9/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100195243 FIRST FILING. The following person(s) is (are) doing business as LAZRTAG, 960 1/2 EVERETT ST, LOS ANGELES, CA 90026. The full name of registrant(s) is/are : VINH CHUNG, 960 1/2 EVERETT ST, LOS ANGELES, CA 90026; ERIK CASTRO, 1057 SENTINEL AVE, LOS ANGELES, CA 90063 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: VINH CHUNG
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100082228 FIRST FILING. The following person(s) is (are) doing business as JDT & ASSOCIATES, 3435 OCEAN PARK BLVD, #107, PMB 371, SANTA MONICA, CA 90405. The full name of registrant(s) is/are : DAVID K. TE'O, 8355 DUNBARTON AVE, LOS ANGELES, CA 90045 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: DAVID K. TE'O
This statement was filed with the County Clerk of LOS ANGELES County on 1/20/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100176609 FIRST FILING. The following person(s) is (are) doing business as KULOVCOMMUNICATIONS; KULOVPRESENTS; KULOV CONTEMPORARY, 3111 3RD STREET, UNIT 5, SANTA MONICA, CA 90405. The full name of registrant(s) is/are : D KULOV, 3111 3RD STREET, UNIT 5, SANTA MONICA, CA 90405 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2010. /s/: D KULOV
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100142432 FIRST FILING. The following person(s) is (are) doing business as PURPLE SKY PRODUCTIONS, 712 N. KINGS ROAD, APT 106, LOS ANGELES, CA 90069. The full name of registrant(s) is/are : DANA SORMAN, 712 N. KINGS ROAD, APT 106, LOS ANGELES, CA 90069 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: DANA SORMAN
This statement was filed with the County Clerk of LOS ANGELES County on 2/1/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100143106 FIRST FILING. The following person(s) is (are) doing business as THEATER THAT MATTERS; TTM PRODUCTIONS, 2437 MAIN

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STREET, SANTA MONICA, CA 90405. The full name of registrant(s) is/are : MONIQUE HITZMAN, 1301 11TH STREET, #10, SANTA MONICA, CA 90401; DANA LAU, 119 N. BENTON WAY, LOS ANGELES, CA 90026; SHAYNE ANDERSON, 1231 5TH STREET, #402, SANTA MONICA, CA 90401; DAMON LIRA, 621 PICO PLACE SOUTH, SANTA MONICA, CA 90405 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MONIQUE HITZMAN
This statement was filed with the County Clerk of LOS ANGELES County on 2/1/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100082572 FIRST FILING. The following person(s) is (are) doing business as LOVING CARE DOULA, 28955 BARDELL DR, AGOURA HILLS, CA 91301. The full name of registrant(s) is/are : LUDMILLA BARAZ, 28955 BARDELL DR, AGOURA HILLS, CA 91301 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: LUDMILLA BARAZ
This statement was filed with the County Clerk of LOS ANGELES County on 1/20/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100195244 FIRST FILING. The following person(s) is (are) doing business as KARMAPOINTS, 612 PACIFIC ST, #6, SANTA MONICA, CA 90025. The full name of registrant(s) is/are : ROBERT BRODY, 2311 4TH ST, #216, SANTA MONICA, CA 90405; ROSS FURUKAWA, 612 PACIFIC ST, #6, SANTA MONICA, CA 90405 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ROSS FURUKAWA, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100169970 FIRST FILING. The following person(s) is (are) doing business as 90210 SEX TOYS, 9903 SANTA MONICA BLVD, SUITE 506, BEVERLY HILLS, CA 90212. The full name of registrant(s) is/are : RAE STEVENS, 9903 SANTA MONICA BLVD, SUITE 506, BEVERLY HILLS, CA 90212 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/1/2010. /s/: RAE STEVENS
This statement was filed with the County Clerk of LOS ANGELES County on 2/5/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FILE NO. 2010-0156337
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: LURDES BEAUTY SALON, 12320 LONG BEACH BLVD., LYNWOOD, CA 90262. The fictitious business name referred to above was filed on 10/13/2009, in the county of Los Angeles. The original file number of 20091549618. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 02/03/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: LOURDES AMADO ROJAS/OWNER.
Pub. Feb 22, Mar 01, 08, 15 2010
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100097650 FIRST FILING. The following person(s) is (are) doing business as FAY ROSE; SOUL INSPIRED DESIGNS, 2461 SANTA MONICA BLVD., #642, SANTA MONICA, CA 90404. The full name of registrant(s) is/are : FAY SZADZIEWICZ, 2461 SANTA MONICA BLVD., #642, SANTA MONICA, CA 90404 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: FAY SZADZIEWICZ
This statement was filed with the County Clerk of LOS ANGELES County on 1/22/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100189948 FIRST FILING. The following person(s) is (are) doing business as PAPA JOHN'S HIGH DESERT; AI #/ON 200913910168, 908 26TH ST, SANTA MONICA, CA 90403. The full name of registrant(s) is/are : GIBBS PIZZA LLC, 908 26TH ST, SANTA MONICA, CA 90403 (CALIFORNIA) This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/4/2009. /s/: GIBBS PIZZA LLC, MANAGING PARTNER
This statement was filed with the County Clerk of LOS ANGELES County on 2/10/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100168007 FIRST FILING. The following person(s) is (are) doing business as CAPITOL PEOPLE GROUP; CAP PEOPLE GROUP; AI #/ON 200920810067, 120 BROADWAY, SUITE 300, SANTA MONICA, CA 90401. The full name of registrant(s) is/are : CAPITOL PACIFIC GROUP, LLC, 120 BROADWAY, SUITE 300, SANTA MONICA, CA 90401 This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/5/2010. /s/: WILLIAM J. SHRAGA, CFO
This statement was filed with the County Clerk of LOS ANGELES County on 2/5/2010. 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 2/15/2010, 2/22/2010, 3/1/2010, 3/8/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100160905 FIRST FILING. The following person(s) is (are) doing business as RINCON CONTRACTORS; CHELOS INTERIORS, 2746 1/2 S. SEPULVEDA BLVD, LOS ANGELES, CA 90405. The full name of registrant(s) is/are : MANUEL RINCON, 2746 1/2 S. SEPULVEDA BLVD, LOS ANGELES, CA 90405 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MANUEL RINCON
This statement was filed with the County Clerk of LOS ANGELES County on 2/4/2010. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100150281 FIRST FILING. The following person(s) is (are) doing business as PDT CREATIVE AGENCY; AI #/ON C3208131, 1813 CENTINELA AVENUE, SANTA MONICA, CA 90404. The full name of registrant(s) is/are : PLAYGROUND DIGITAL TECHNOLOGIES, INC., 1813 CENTINELA AVENUE, SANTA MONICA, CA 90404 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: PLAYGROUND DIGITAL TECHNOLOGIES, INC., COO
This statement was filed with the County Clerk of LOS ANGELES County on 2/2/2010. 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

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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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100296583 FIRST FILING. The following person(s) is (are) doing business as TWIG, 3027 11TH STREET, SANTA MONICA, CA 90405. The full name of registrant(s) is/are : TAMARA S. SZUCS, 3027 11TH STREET, SANTA MONICA, CA 90405 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: TAMARA SZUCS
This statement was filed with the County Clerk of LOS ANGELES County on 3/4/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100196739 FIRST FILING. The following person(s) is (are) doing business as ADRIAN UNDERWEAR, 1900 N. LONG BEACH BLVD., COMPTON, CA 90221. The full name of registrant(s) is/are : SILVIA ROJAS, 217 S. HARRIS AVE., COMPTON, CA 90221 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: SILVIA ROJAS
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 2010 0149563 FIRST FILING. The following person(s) is (are) doing business as BEAUTIFUL BEE, 846 GARVEY ST. #B, MONTEREY PARK, CA 91755. The full name of registrant(s) is/are : YEN TONG, 8625 LONGDEN AVE., SAN GABRIEL, CA 91775 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: YEN TONG
This statement was filed with the County Clerk of LOS ANGELES County on 2/2/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100156848 FIRST FILING. The following person(s) is (are) doing business as JUAREZ SCRAP METAL, 5719 DUARTE ST., L.A., CA 90058. The full name of registrant(s) is/are : IVAN DE JESUS JUAREZ, 4139 PARAMOUNT BLVD. #14, PICO RIVERA, CA 90660 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: IVAN DE JESUS JUAREZ
This statement was filed with the County Clerk of LOS ANGELES County on 2/3/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100197901 FIRST FILING. The following person(s) is (are) doing business as LOS ANGELES TANGO FESTIVAL, 11203 EMELITA ST., N. HOLLYWOOD, CA 91601. The full name of registrant(s) is/are : ALFREDO M. MARTIN, 11203 EMELITA ST., N. HOLLYWOOD, CA 91601 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ALFREDO M. MARTIN
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/10. 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

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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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100156340 FIRST FILING. The following person(s) is (are) doing business as LURDES BEAUTY SALON, 12320 LONG BEACH BLVD., LYNWOOD, CA 90262. The full name of registrant(s) is/are : JESUS CASAS, 1984 PARK GROVE APT. 202, L.A., CA 90007 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: JESUS CASAS
This statement was filed with the County Clerk of LOS ANGELES County on 2/3/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100156953 FIRST FILING. The following person(s) is (are) doing business as AMERICAN BEAUTY SALON, 6606 PACIFIC BLVD. #106, HUNTINGTON PARK, CA 90255. The full name of registrant(s) is/are : ROSA ELVIRA VASQUEZ, 2411 E. GAGE AVE., HUNTINGTON PARK, CA 90255 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ROSA E. VASQUEZ
This statement was filed with the County Clerk of LOS ANGELES County on 2/3/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100169488 FIRST FILING. The following person(s) is (are) doing business as ANTOJITOS VALERIE'S, 3100 E. IMPERIAL HWY. STE. #3008 2nd FL., LYNWOOD, CA 90262. The full name of registrant(s) is/are : INOCENCIA RAMIREZ, 8721 GARDENDALE ST., DOWNEY, CA 90242 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: INOCENCIA RAMIREZ
This statement was filed with the County Clerk of LOS ANGELES County on 2/5/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100164461 FIRST FILING. The following person(s) is (are) doing business as ANYWHERE FITNESS; INHOME FITNESS, 10531 SAN VINCENTE AVE., SOUTH GATE, CA 90280. The full name of registrant(s) is/are : ERIC MENDOZA, 10531 SAN VINCENTE AVE., SOUTH GATE, CA 90280 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ERIC MENDOZA
This statement was filed with the County Clerk of LOS ANGELES County on 2/4/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100138613 FIRST FILING. The following person(s) is (are) doing business as ACCOUNT MANAGEMENT SOLUTIONS, 13924 EMORY DR., WHITTIER, CA 90605. The full name of registrant(s) is/are : GABRIEL FUENTES, 13924 EMORY DR., WHITTIER, CA 90605, GILBERTO S. MENDEZ, 808 S. EVANWOOD AVE., WEST COVINA, CA 91790 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: GABRIEL FUENTES
This statement was filed with the County Clerk of LOS ANGELES County on 1/29/2010. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100197562 FIRST FILING. The following person(s) is (are) doing business as OPEN HEART DATING, 3732 MENTONE AVE, #3, LOS ANGELES, CA 90034. The full name of registrant(s) is/are : BOLD VISION ENTERPRISES, INC., 3732 MENTONE AVE, #3, LOS ANGELES, CA 90034 (CALIFORNIA) This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: BOLD VISION ENTERPRISES, INC., PRESIDENT & CEO, DAVID F. RUBIN
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/2010. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100175362 FIRST FILING. The following person(s) is (are) doing business as 1607 PRODUCTIONS, 5850 W. 3RD ST, #337, LOS ANGELES, CA 90036. The full name of registrant(s) is/are : ELENA VAGNEROVA EUSTACHE, 5850 W. 3RD ST, #337, LOS ANGELES, CA 90036; LAWRENCE JOHN, 2225 E. PUMALO ST, #41, SAN BERNADINO, CA 92404 This Business is being conducted by, a limited liability. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: LAWRENCE JOHN
This statement was filed with the County Clerk of LOS ANGELES County on 2/8/2010. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100175679 FIRST FILING. The following person(s) is (are) doing business as KNAUF ASSOCIATES, 2001 WILSHIRE BLVD, SUITE 510, SANTA MONICA, CA 90403. The full name of registrant(s) is/are : CHRISTOPHER H. KNAUF, 2611 30TH ST, SANTA MONICA, CA 90405 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/1/2006. /s/: CHRISTOPHER H. KNAUF
This statement was filed with the County Clerk of LOS ANGELES County on 3/1/2006. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100215654 FIRST FILING. The following person(s) is (are) doing business as AG PRO SYSTEMS, 303 CALIFORNIA AVE, #32, SANTA MONICA, CA 90403. The full name of registrant(s) is/are : ALGIRDAS GALINAITIS, 303 CALIFORNIA AVE, #32, SANTA MONICA, CA 90403 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ALGIRDAS GALINAITIS
This statement was filed with the County Clerk of LOS ANGELES County on 2/17/2010. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100185009 FIRST FILING. The following person(s) is (are) doing business as V M S COMPANY, 9527 E. SLAUSON AVE., PICO RIVERA, CA 90660. The full name of registrant(s) is/are : ENRIQUE VAZQUEZ, 14266 BARRIDALE ST., LA PUENTE, CA 91746 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ENRIQUE VAZQUEZ
This statement was filed with the County Clerk of LOS ANGELES County on 2/9/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100163891 FIRST FILING. The following person(s) is (are) doing business as TR TREASURE ROCK, 1300 S. SAN PEDRO ST. STE. 101, L.A., CA 90015. The full name of registrant(s) is/are : TREASURE DESIGN GROUP, INC., 1300 S. SAN PEDRO ST. STE. 101, L.A., CA 90015 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: URIEL CHAZOOT/PRES
This statement was filed with the County Clerk of LOS ANGELES County on 2/4/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100185042 FIRST FILING. The following person(s) is (are) doing business as MX SERVICES, 9527 E. SLAUSON AVE., PICO RIVERA, CA 90660. The full name of registrant(s) is/are : MAX GABINO ACEVEDO, 11835 DEONA ST. #12, EL MONTE, CA 91732 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MAX GABINO ACEVEDO
This statement was filed with the County Clerk of LOS ANGELES County on 2/9/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100138351 FIRST FILING. The following person(s) is (are) doing business as MAGIC TOUCH MESSENGER SERVICES, 2109 SCOTT RD., BURBANK, CA 91504. The full name of registrant(s) is/are : SHANTI NAJARIAN, 2109 SCOTT RD., BURBANK, CA 91504 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: SHANTI NAJARIAN
This statement was filed with the County Clerk of LOS ANGELES County on 1/29/2010. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100169988 FIRST FILING. The following person(s) is (are) doing business as MEDICAL MANAGEMENT WORKERS COMPENSATION CONSULTATION, 2662 E. 2nd ST. I2, LONG BEACH, CA 90803. The full name of registrant(s) is/are : BLEAKER DANIELS, 2662 E. 2nd ST. I2, LONG BEACH, CA 90803 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/1/2008. /s/: BLEAKER DANIELS
This statement was filed with the County Clerk of LOS ANGELES County on 2/5/10. 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 2/22/2010, 3/1/2010, 3/8/2010, 3/15/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100169043 FIRST FILING. The following person(s) is (are) doing business as ANDERSONGRACE, 1158 WELLESLEY AVE, #102, LOS ANGELES, CA 90049. The full name of registrant(s) is/are : ANDERSONGRACE, 1158 WELLESLEY AVE, #102, LOS ANGELES, CA 90049 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: LESLIE ANDERSON, PRESIDENT & CEO
This statement was filed with the County Clerk of LOS ANGELES County on 2/5/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100209326 FIRST FILING. The following person(s) is (are) doing business as ROCK ART 101, 4201 DUQUESNE #3, CULVER CITY, CA 90232. The full name of registrant(s) is/are : DONALD AUSTIN, 4201 DUQUESNE #3, CULVER CITY, CA 90232; ALAN GOLD, 2800 SAN PABLO AVE, BAKERSFIELD, CA 93306 This Business is being conducted by, a general partnership. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/16/2010. /s/: DONALD AUSTIN
This statement was filed with the County Clerk of LOS ANGELES County on 2/16/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100220711 FIRST FILING. The following person(s) is (are) doing business as WHITEWATER, 1626 MONTANA AVENUE, SANTA MONICA, CA 90403. The full name of registrant(s) is/are : MARION ANDREA BOETEL, 5520 HORIZON DRIVE, MALIBU, CA 90265 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MARION ANDREA BOETEL
This statement was filed with the County Clerk of LOS ANGELES County on 2/18/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100296582 FIRST FILING. The following person(s) is (are) doing business as THEA MILLER EDUCATION, 10420 EASTBORNE AVE, #2, LOS ANGELES, CA 90024. The full name of registrant(s) is/are : THEA MILLER, 10420 EASTBORNE AVE, #2, LOS ANGELES, CA 90024 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein. /s/: THEA MILLER
This statement was filed with the County Clerk of LOS ANGELES County on 3/4/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100217903 FIRST FILING. The following person(s) is (are) doing business as END CLEANING SERVICES, 21801 LANARK ST. #4, CANOGA PARK, CA 91304. The full name of registrant(s) is/are : DANILO CAMSPA, 21801 LANARK ST. #4 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: DANILO CAMSPA
This statement was filed with the County Clerk of LOS ANGELES County on 2/17/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100217321 FIRST FILING. The following person(s) is (are) doing business as MASE TJHABA, 905 LA CANADA VERDUGO RD, PASADENA, CA 91103; 11308 SUMMERTIME LN, CULVER CITY, CA 90230. The full name of registrant(s) is/are : LISA D. WILLIAMS, 11308 SUMMERTIME LN, CULVER CITY, CA 90230 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: LISA D. WILLIAMS
This statement was filed with the County Clerk of LOS ANGELES County on 2/17/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100213396 FIRST FILING. The following person(s) is (are) doing business as ORGANIC MODERN, 4317 1/4 AVOCADO STREET, LOS ANGELES, CA 90027. The full name of registrant(s) is/are : HANH VO, 4317 1/4 AVOCADO STREET, LOS ANGELES, CA 90027; MAI BLOOM HOANG, 3056 TYBURN STREET, LOS ANGELES, CA 90039 This Business is being conducted by, co-partners. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/11/2010. /s/: HANH KIM VO
This statement was filed with the County Clerk of LOS ANGELES County on 2/17/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100208358 FIRST FILING. The following person(s) is (are) doing business as WEST VALLEY PAWN SHOP; COLLATERAL JEWELRY & LOAN, 20930 VENTURA BLVD., WOODLAND HILLS, CA 91364. The full name of registrant(s) is/are : THE COLLATERAL LENDER, INC, 103 NORTH ROBERTSON BOULEVARD, BEVERLY HILLS, CA 90211 (CA) This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/19/1988. /s/: THE COLLATERAL LENDER INC, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 2/16/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100209672 FIRST FILING. The following person(s) is (are) doing business as CONTENT BRIDGE PARTNERS; GODIGITAL MEDIA GROUP, 411 SANTA MONICA BLVD, SUITE B, SANTA MONICA, CA 90401. The full name of registrant(s) is/are : GODIGITAL RECORDS, LLC; 411 SANTA MONICA BLVD, SUITE B, SANTA MONICA, CA 90401 This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2010. /s/: JASON PETERSON, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 2/16/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100209398 FIRST FILING. The following person(s) is (are) doing business as AMERICAN-HUNGARIAN DIARY, 5433 COLDWATER CYN. AVE., SHERMAN OAKS, CA 91401. The full name of registrant(s) is/are : GEORGE MATSIK, 5433 COLDWATER CYN. AVE., SHERMAN OAKS, CA 91401 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/16/2010. /s/: GEORGE MATSIK
This statement was filed with the County Clerk of LOS ANGELES County on 2/16/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100236101 FIRST FILING. The following person(s) is (are) doing business as LIFENET INSURANCE SOLUTIONS, 23630 CLOVER TRAIL, CALABASAS, CA 91302. The full name of registrant(s) is/are : LEONARD A. ROBBINS, 23630 CLOVER TRAIL, CALABASAS, CA 91302 This Busi-

OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED 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 3/1/2010, 2/8/2010, 2/15/2010, 2/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100196842 FIRST FILING. The following person(s) is (are) doing business as J&B ENTERPRISE, 16019 CALAHAN ST., NORTH HILLS, CA 91343. The full name of registrant(s) is/are : SAMUEL MENDOZA, 16019 CALAHAN ST., NORTH HILLS, CA 91343 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: SAMUEL MENDOZA
This statement was filed with the County Clerk of LOS ANGELES County on 2/11/10. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100190177 FIRST FILING. The following person(s) is (are) doing business as GOLD STANDARD, 652 N. MARENGO AVE. #201, PASADENA, CA 91101. The full name of registrant(s) is/are : JUDE CHACON, RUDY OLIVAS, 652 N. MARENGO AVE. #201, PASADENA, CA 91101 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: JUDE CHACON
This statement was filed with the County Clerk of LOS ANGELES County on 2/10/10. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100184715 FIRST FILING. The following person(s) is (are) doing business as HOLLYWOOD CINEMA FILM FESTIVAL; LOS ANGELES REEL FILM FESTIVAL; LOS ANGELES MOVIE AWARDS; LOS ANGELES FILM AND SCRIPT FESTIVAL; CALIFORNIA FILM FESTIVAL; LAUGH SQUAD COMEDY FESTIVAL; HOLLYWOOD BLACK AND LATINO FILM FESTIVAL, 4827 TOPANGA CYN. BLVD. #217, WOODLAND HILLS, CA 91364. The full name of registrant(s) is/are : CLIFFORD WARWELL, 4858 DON PIO DR., WOODLAND HILLS, CA 91364 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: CLIFFORD WARWELL
This statement was filed with the County Clerk of LOS ANGELES County on 2/9/10. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100189981 FIRST FILING. The following person(s) is (are) doing business as A'S DELIVERY SERVICE, 10600 LEMONA AV., MISSION HILLS, CA 91345. The full name of registrant(s) is/are : ASEESH NARAYAN, 10600 LEMONA AV., MISSION HILLS, CA 91345 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2010. /s/: ASEESH NARAYAN
This statement was filed with the County Clerk of LOS ANGELES County on 2/10/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

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ness is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/15/2010. /s/: LEONARD A. ROBBINS
This statement was filed with the County Clerk of LOS ANGELES County on 2/22/2010. 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 3/1/2010, 3/8/2010, 3/15/2010, 3/22/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100265016 FIRST FILING. The following person(s) is (are) doing business as NLTR ENTERPRISE, 4338 REDWOOD AVE, B204, MARINA DEL REY, CA 90292. The full name of registrant(s) is/are : LARISSA CHARNY, 4338 REDWOOD AVE, B204, MARINA DEL REY, CA 90292 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: LARISSA CHARNY
This statement was filed with the County Clerk of LOS ANGELES County on 2/26/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100257530 FIRST FILING. The following person(s) is (are) doing business as THE GREEN CLEANING CO., 532 COLORADO AVE, SANTA MONICA, CA 90401. The full name of registrant(s) is/are : ANA MARIA PINEDA, 11310 WASHINGTON PL, LOS ANGELES, CA 90066; FLORIDALMA CABRERA, 1185 LAKE ST, #6, LA, CA 90097 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ANA M. PINEDA
This statement was filed with the County Clerk of LOS ANGELES County on 2/25/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100236743 FIRST FILING. The following person(s) is (are) doing business as STOLEN DREAMS PRODUCTIONS; STOLEN DREAMS FILMS, 444 N. GREENCRAIG RD., LOS ANGELES, CA 90049. The full name of registrant(s) is/are : ERIC KENNETH BERGERSON, 444 N. GREENCRAIG RD., LOS ANGELES, CA 90049 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/27/2003. /s/: ERIC KENNETH BERGERSON
This statement was filed with the County Clerk of LOS ANGELES County on 2/22/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100256252 FIRST FILING. The following person(s) is (are) doing business as TED DESIGN STUDIO, 12405 VENICE BLVD., SUITE 356, LA, CA 90066. The full name of registrant(s) is/are : CARIN CASTELNUOVO-TEDESCO, 12405 VENICE BLVD., SUITE 356, LA, CA 90066 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/5/2010. /s/: CARIN C-TEDESCO, PRINCIPAL/CREATIVE DIRECTOR
This statement was filed with the County Clerk of LOS ANGELES County on 2/25/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100176368 FIRST FILING. The following person(s) is (are) doing business as THE NT ENTERTAINMENT LAW GROUP, 1285 N. CRESCENT HEIGHTS, APT G, WEST HOLLYWOOD, CA 90046. The full name of registrant(s) is/are : QUYNN N. TON, 1285 N. CRESCENT HEIGHTS, APT G, WEST HOLLYWOOD, CA 90046; JULIE N. NONG, 1622 LEYCROSS DRIVE, LA CANADA FLINTRIDGE, CA 91011 This Business is being conducted by, a general partnership. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2010. /s/: QUYNN N. TON, GENERAL PARTNER
This statement was filed with the County Clerk of LOS ANGELES County on 2/8/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100166964 FIRST FILING. The following person(s) is (are) doing business as SHIMAHARA ILLUSTRATION, 2601 OCEAN PARK BLVD., SUITE 114, SANTA MONICA, CA 90405. The full name of registrant(s) is/are : SHIMAHARA, INC., 2602 PEARL ST, SANTA MONICA, CA 90405 (CALIFORNIA) This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/1999. /s/: SHIMAHARA, INC., CRAIG SHIMAHARA, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 2/5/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100246781 FIRST FILING. The following person(s) is (are) doing business as WATERMARK INTERPRETING, 2081 KERWOOD AVENUE, LOS ANGELES, CA 90025. The full name of registrant(s) is/are : HELEN PALMER, 2081 KERWOOD AVENUE, LOS ANGELES, CA 90025 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: HELEN PALMER
This statement was filed with the County Clerk of LOS ANGELES County on 2/24/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100243014 FIRST FILING. The following person(s) is (are) doing business as ROCK THE PONY, 1120 ARIZONA AVE, #1, SANTA MONICA, CA 90401. The full name of registrant(s) is/are : LAUREN HATTEM, 1120 ARIZONA AVE, #1, SANTA MONICA, CA 90401 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: LAUREN HATTEM
This statement was filed with the County Clerk of LOS ANGELES County on 2/23/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FILE NO. 2010-0290382
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: TOUCH DOWN WIRELESS, 11702 IMPERIAL HWY., NORWALK, CA 90650. The fictitious business name referred to above was filed on 11-05-07, in the county of Los Angeles. The original file number of 2007-2483976. The business was conducted by: A CORPORATION. This statement was filed with the County Clerk of Los Angeles on 03/03/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: ANDY ALI/PRES.
Pub. Mar 08, 15, 22, 29, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100278845 FIRST FILING. The following person(s) is (are) doing business as PACE PRODUCTIONS INC., 22817 VENTURA BLVD., #317, WOODLAND HILLS, CA 91364. The full name of registrant(s) is/are : TUFF CHIX, INC., 22817 VENTURA BLVD., #317, WOODLAND HILLS, CA 91364 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/1/2010. /s/: PAIGE HEMMIS, CEO & PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 3/2/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100296584 FIRST FILING. The following person(s) is (are) doing business as SANAT KITABEVI, 701 BAY STREET, SANTA MONICA, CA 90405. The full name of registrant(s) is/are : FATMA AYNUR OZTOPCU, 701 ABY STREET, SANTA MONICA, CA 90405 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/30/2008. /s/: FATMA AYNUR OZTOPCU
This statement was filed with the County Clerk of LOS ANGELES County on 3/4/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100293055 FIRST FILING. The following person(s) is (are) doing business as TE CONSULTING, 13273 FIJI WAY, #411, MARINA DEL REY, CA 90292. The full name of registrant(s) is/are : RAYMOND ALAN WATSON, 13273 FIJI WAY, #411, MARINA DEL REY, CA 90292 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/4/2010. /s/: RAYMOND WATSON
This statement was filed with the County Clerk of LOS ANGELES County on 3/4/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100255578 FIRST FILING. The following person(s) is (are) doing business as CAUSE AN EFFECT; AI #/ON 2378686, 225 SANTA MONICA BLVD., 9TH FLOOR, SANTA MONICA, CA 90404. The full name of registrant(s) is/are : FAMIGLIA DI VENDETTA, INC., 225 SANTA MONICA BLVD., 9TH FLOOR, SANTA MONICA, CA 90404 (CALIFORNIA) This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ANDREA L. BYGRAVE, SECRETARY
This statement was filed with the County Clerk of LOS ANGELES County on 2/25/2010. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FILE NO. 2010-0235747
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: ROYAL THAI YOGA THERAPY, 3323 W. PICO, L.A., CA 90019. The fictitious business name referred to above was filed on 7/20/07, in the county of Los Angeles. The original file number of 2007-1725032. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 02/22/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: WORAPHAN CHANGECHAI/OWNER.
Pub. Mar 08, 15, 22, 29, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100250637 FIRST FILING. The following person(s) is (are) doing business as GIFT FOR EVERYONE, 1600 S. AZUSA AVE., CITY OF INDUSTRY, CA 91748. The full name of registrant(s) is/are : LY RYIN LI, 18543 FIDALGO ST., ROWLAND HTS., CA 91748 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: LY RYIN LI
This statement was filed with the County Clerk of LOS ANGELES County on 2/24/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100256941 FIRST FILING. The following person(s) is (are) doing business as GONZALEZ MARKETING, 4755 E. CESAR CHAVEZ AVE. #A, L.A., CA 90022. The full name of registrant(s) is/are : ALFRED F. GONZALEZ, 515 MANGATE AVE., VALINDA, CA 91744 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ALFRED F. GONZALEZ
This statement was filed with the County Clerk of LOS ANGELES County on 2/25/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100242086 FIRST FILING. The following person(s) is (are) doing business as KURAMA, 5210 ELLEN WOOD PL., L.A., CA 90041. The full name of registrant(s) is/are : MICHAEL SCOFIELD, 5210 ELLEN WOOD PL., L.A., CA 90041 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MICHAEL SCOFIELD
This statement was filed with the County Clerk of LOS ANGELES County on 2/23/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100236635 FIRST FILING. The following person(s) is (are) doing business as LUCKY BUNNY, 435 N. EUCLID AVE. #23, PASADENA, CA 91101. The full name of registrant(s) is/are : RICHARD DESIMONE JR., 435 N. EUCLID AVE. #23, PASADENA, CA 91101 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: RICHARD DESIMONE
This statement was filed with the County Clerk of LOS ANGELES County on 2/22/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100230237 FIRST FILING. The following person(s) is (are) doing business as MERRY'S HOUSE OF CHICKEN, 2550 E. AMAR RD. #A5, WEST COVINA, CA 91792. The full name of registrant(s) is/are : MERRY ISTIOWATI TIO, 2241 CALLE JALAPA, WEST COVINA,. CA 91792 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MERRY ISTIOWATI TIO
This statement was filed with the County Clerk of LOS ANGELES County on 2/19/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100250819 FIRST FILING. The following person(s) is (are) doing business as MUSEZON, 3824 MADISON RD., LA CANADA, CA 91011. The full name of registrant(s) is/are : ELIZABETH FRAINES, 3824 MADISON RD., LA CANADA, CA 91011 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ELIZABETH FRAINES
This statement was filed with the County Clerk of LOS ANGELES County on 2/24/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100230095 FIRST FILING. The following person(s) is (are) doing business as PROFESIONAL CARPETING SERVICES, 10537 DOWNEY AVE., DOWNEY, CA 90241. The full name of registrant(s) is/are : MARIA KATTAN, 10537 DOWNEY AVE., DOWNEY, CA 90241 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: MARIA KATTAN
This statement was filed with the County Clerk of LOS ANGELES County on 2/19/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100257472 FIRST FILING. The following person(s) is (are) doing business as RENACE; REPARADORA DE CREDITO, 526 W. COLORADO BLVD., MONROVIA, CA 91016. The full name of registrant(s) is/are : CARLOS VILLANUEVA ALAVEZ, 4422 W. IMPERIAL HWY., INGLEWOOD, CA 90304 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: CARLOS VILLANUEVA ALAVEZ
This statement was filed with the County Clerk of LOS ANGELES County on 2/25/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100250031 FIRST FILING. The following person(s) is (are) doing business as THE HOLLYHOODZ, 1130 E. ALOSTA AVE. APT. C207, AZUSA, CA 91702. The full name of registrant(s) is/are : ANTHONY CARREON JR., 1130 E. ALOSTA AVE. APT. C207, AZUSA, CA 91702 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: ANTHONY CARREON JR.
This statement was filed with the County Clerk of LOS ANGELES County on 2/24/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FILE NO. 2010-0290317
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: TOUCHDOWN WIRELESS, 2115 E. CESAR CHAVEZ, L.A., CA 90003. The fictitious business name referred to above was filed on 6/29/09, in the county of Los Angeles. The original file number of 2009-0973348. The business was conducted by: A CORPORATION. This statement was filed with the County Clerk of Los Angeles on 03/03/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: ANDY ALI/PRES.
Pub. Mar 08, 15, 22, 29, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100235748 FIRST FILING. The following person(s) is (are) doing business as U.S. THAI EXPRESS SERVICE, 1020 S. RAMONA ST., SAN GABRIEL, CA 91776. The full name of registrant(s) is/are : WORAPHAN CHANGECHAI, 1020 S. RAMONA ST., SAN GABRIEL, CA 91776 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: WORAPHAN CHANGECHAI
This statement was filed with the County Clerk of LOS ANGELES County on 2/22/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100257477 FIRST FILING. The following person(s) is (are) doing business as VIAJES BOJORGUEZ USA; VIAJES LIBERACION USA, 526 W. COLORADO BLVD., MONROVIA, CA 91016. The full name of registrant(s) is/are : CARLOS VILLANUEVA ALAVEZ, ARMANDO BOJORGUEZ PATRON, 4422 W. IMPERIAL HWY., INGLEWOOD, CA 90304 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: CARLOS VILLANUEVA ALAVEZ
This statement was filed with the County Clerk of LOS ANGELES County on 2/25/10. 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 3/8/2010, 3/15/2010, 3/22/2010, 3/29/2010

FILE NO. 2010-0290316
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: TOUCHDOWN WIRELESS, 2115 E. CESAR CHAVEZ, L.A., CA 90003. The fictitious business name referred to above was filed on 12/14/09, in the county of Los Angeles. The original file number of 2009-1896833. The business was conducted by: A CORPORATION. This statement was filed with the County Clerk of Los Angeles on 03/03/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: ANDY ALI/PRES.
Pub. Mar 08, 15, 22, 29, 2010
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