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MONDAY, APRIL 16, 2012

Volume 11 Issue 133

Santa Monica Daily Press

We have you covered

DODGERS CONTINUE HOT START
SEE PAGE 14

THE RIDE OR DIE ISSUE

COMMUNITY PROFILES

LIZ CROSSON



CROSSON

Baykeeper leader educates through paddleboarding event

BY SAMANTHA MASUNAGA
Special to the Daily Press

BROADWAY As a teenager, Liz Crosson contrasted her suburban lifestyle in Northern California with back country adventures in the wilderness.

She still remembers her first backpacking trip to the Central Coast of California during her time as an undergraduate at UC Berkeley. Surrounded by redwood trees, Crosson came to a new understanding.

"The wilderness was important for my own happiness," she said. "I realized how little we have left."

This realization has driven Crosson's entire career arc, starting with her work in nonprofit organizations, to environmental law and finally to her role as executive director of the Santa Monica Baykeeper, a position she's held for the past two years.

"It's important to have access to clean water and clean air," she said. "We want to stop pollution from entering the bay."

Established in 1993, the Santa Monica Baykeeper is a nonprofit organization dedicated to protecting and restoring the waters of the Santa Monica Bay, San Pedro Bay and other adjacent waters throughout Los Angeles County. The group also works on environmental advocacy and education — a mission they take seriously.

"People don't realize what pollutes the bay," said Tami Clark, chair of the Board of Directors for Baykeeper. "They have no idea

SEE CP PAGE 9



FLYING HIGH

Brandon Wise *brandonw@smdp.com*

George Peters (center) and Melanie Walker (bottom left) from Boulder, Colo., along with other guest kite artists, enjoy the strong wind during the first annual Otis Kite Festival at Santa Monica Beach on Saturday. The event was created as a daylong celebration of kites for families.

Getting caught in the till

Employee theft causes major heartache in offices

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

CITYWIDE Most people will get on board with the idea that stealing is bad.

It's written into rule books, laws, even engraved on stone tablets if you believe in that kind of thing, and certainly nobody wants to be stolen from.

But theft happens at unexpected times, and it can cost businesses a lot of dough.

That postage stamp you grabbed from the mailroom in the office to send off a last-minute "Get Well" card. The stash of ballpoint pens that found their way into your purse because you kept forgetting you'd grabbed one.

The amount of work time you spend watching ridiculous YouTube videos, or scrolling around Reddit's cute animals page.

People may not feel guilty about the liberties taken around the office until things get egregious.

According to the National Retail Federation, 43 percent of total losses in the retail industry in 2010 resulted from employee theft, and a 2008 study by the Institute for Corporate Productivity found that at least a quarter of all respondents found that theft of company-owned items like office supplies, products and electronic equipment had risen as a result of the recession.

Jessica Lobelli certainly doesn't think of herself as a thief.

The 37-year-old Santa Monica resident does a lot of work at home, and often runs

SEE LIBERTIES PAGE 8



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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, April 16, 2012

Getting crafty
Fairview Library
2101 Ocean Park Blvd., 3:30 p.m.
Crafts for kids ages 7-12. Materials are provided. Registration required. For more information, call (310) 458-8681.

'In Paris'
The Broad Stage
1310 11th St., call for times
This groundbreaking new play based on a Russian short story by Nobel Prize-winner Ivan Bunin and directed by Dmitry Krymov brings Mikhail Baryshnikov, Anna Sinyakina, and the ensemble of the Dmitry Krymov Laboratory to The Broad Stage. Cost: $50-$175. "In Paris" runs through April 21. For more information, call (310) 434-3200.

For your health
Emperor's College Acupuncture Clinic
1807 Wilshire Blvd., 8 a.m. — 9:30 a.m.
Spring into health with free acupuncture this April. Jump start the season with renewed energy, better sleep, reduced allergies, fewer headaches and a fresh start. For information, call (310) 453-8383, option 1.

Tuesday, April 17, 2012

Jazz it up
Typhoon
3221 Donald Douglas Loop South, 8 p.m. & 9:30 p.m.
The Bobby Matos Afro Latin Jazz Ensemble comes to Typhoon. No cover charge, but reservations are recommended. For more information, call (310) 390-6565.

Improv for the masses
Senior Center
1450 Ocean Ave., 12:30 p.m. — 2:30 p.m.
Veteran improv instructor Brian Hamill hosts this weekly comedy workshop for seniors. All seniors are welcome to take part in the workshop, whether you want to be on stage or in the audience. Cost: free for Senior Center members; membership is free for anyone over 50. For more information, call (310) 458-8644.

Wednesday, April 18, 2012

Picking and grinning
Santa Monica Family YMCA
1332 Sixth St., 1 p.m. — 2 p.m.
Learn to play the ukulele during this free workshop. The class is led by Lori Apthorp. For more information, call (310) 393-2721 ext. 129.

To create your own listing, log on to smdp.com/submitevent

For help, contact Daniel Archuleta at 310-458-7737 or submit to editor@smdp.com

For more information on any of the events listed, log on to smdp.com/communitylistings





NUMBERS GAME

Brandon Wise *brandonw@smdp.com*

Roy Cho of CalRecycle helps Mayor Richard Bloom (right) as they place a mileage windshield poster displaying the manufacturer's recommended oil change interval during the 'Check Your Number' camping event hosted by CalRecycle at the Santa Monica Pier parking lot on Saturday. The event gave free parking to drivers who agreed to check their oil change interval in an attempt to educate drivers on the actual needed time between oil changes in order to save money while reducing their impact on the environment.

Women linked by Manson murders form odd friendship

TRACIE CONE
Associated Press

CORCORAN, Calif. On Aug. 9, 1969, two naive 17-year-old girls were launched on a path that led to the unlikeliest of friendships.

That infamous night, four young people under the sway of a charismatic career criminal slipped into a neighborhood of Hollywood glitterati, then bludgeoned and stabbed rising young actress Sharon Tate, coffee heiress Abigail Folger and three others. Across town the next night, the band killed again.

The name Charles Manson quickly became a synonym for unimaginable evil, which nobody knows better than Debra Tate, Sharon's little sister, and Barbara Hoyt, the Manson family member whose testimony helped put the killers in prison.

"We've got a lot in common," said Hoyt, now a retired nurse. "She has been a big help to me."

"She makes sure I am holding my head up high," Tate said, "and I do the same for her."

Now both about 60, a Manson family member and the last living Tate family member have bonded in their long quest to keep those responsible behind bars. Both have testified repeatedly at Manson's parole hearings. Both say they still get threats from the cult killer's supporters — mostly white supremacists enamored with murders Manson orchestrated to incite a race war dubbed "Helter Skelter."

Even now not a day passes without Hoyt dwelling on the suffering Manson and her former comrades inflicted and on the widespread terror that ensued.

"We are completely linked by this event whether we want to be or not," she said of Debra Tate, who now runs a crime victims group. "She understands me, and I understand where she's coming from."

Hoyt never committed a crime for Manson, and her testimony helped send the cult leader and four followers to death row in 1971. The following year, when the California Supreme Court ruled the death penalty unconstitutional, their new life terms made them eligible for a while for annual parole consideration.

That is when the lives of Barbara Hoyt and Debra Tate began to intertwine. Over the decades, each as written letters to parole panels urging that the killers never be

SEE **MANSON** PAGE 11

'Hunger Games' earns $21.5M to slap down 'Stooges'

DAVID GERMAIN
AP Movie Writer

LOS ANGELES Movie fans have chosen real violence over the slapstick variety as "The Hunger Games" held off "The Three Stooges" to remain the No. 1 weekend movie.

Lionsgate's "The Hunger Games," the blockbuster about teens competing in a televised fight to the death, stayed on top for a fourth-straight weekend with $21.5 million. That raises the film's domestic total to $337.1 million.

"I think a couple of weeks ago, if someone had told us where we'd be, we would have said, 'We'd like to see that number, but it would be a pleasant surprise.' So we're in that pleasant surprise spot at this point," said Richie Fay, head of distribution for Lionsgate.

Peter and Bobby Farrelly's slapstick update "The Three Stooges" opened in second-place with $17.1 million, according to studio estimates Sunday.

That was well above industry expectations of around $10 million for the 20th Century Fox update starring Chris Diamantopoulos as Moe, Sean Hayes as Larry and Will Sasso as Curly.

Fox executives had figured the movie would appeal mainly to young males. But it also pulled in older men who grew up on the Stooges and a fair number of women and girls as whole families turned out to see it, said Chris Aronson, the studio's head of distribution.

"If you're predisposed to open your mind, it's a laugh riot," Aronson said.

The acclaimed horror tale "The Cabin in the Woods" debuted in third-place with $14.9 million. A smart, twisting take on the genre produced and co-written by Joss Whedon ("Buffy the Vampire Slayer"), the long-delayed "Cabin in the Woods" had been one of the films caught up in MGM's bankruptcy but was finally released by Lionsgate.

On the 100th anniversary of the ship's sinking on April 15, 1912, the 3-D version of James Cameron's "Titanic" sailed past the $2 billion mark worldwide.

"Titanic" is just the second blockbuster to top $2 billion, trailing only the next film Cameron made — the sci-fi sensation "Avatar," which took in $2.8 billion.

Domestically, "Titanic" held the No. 4 spot with $11.6 million. The 3-D re-release

SEE **BOX OFFICE** PAGE 9

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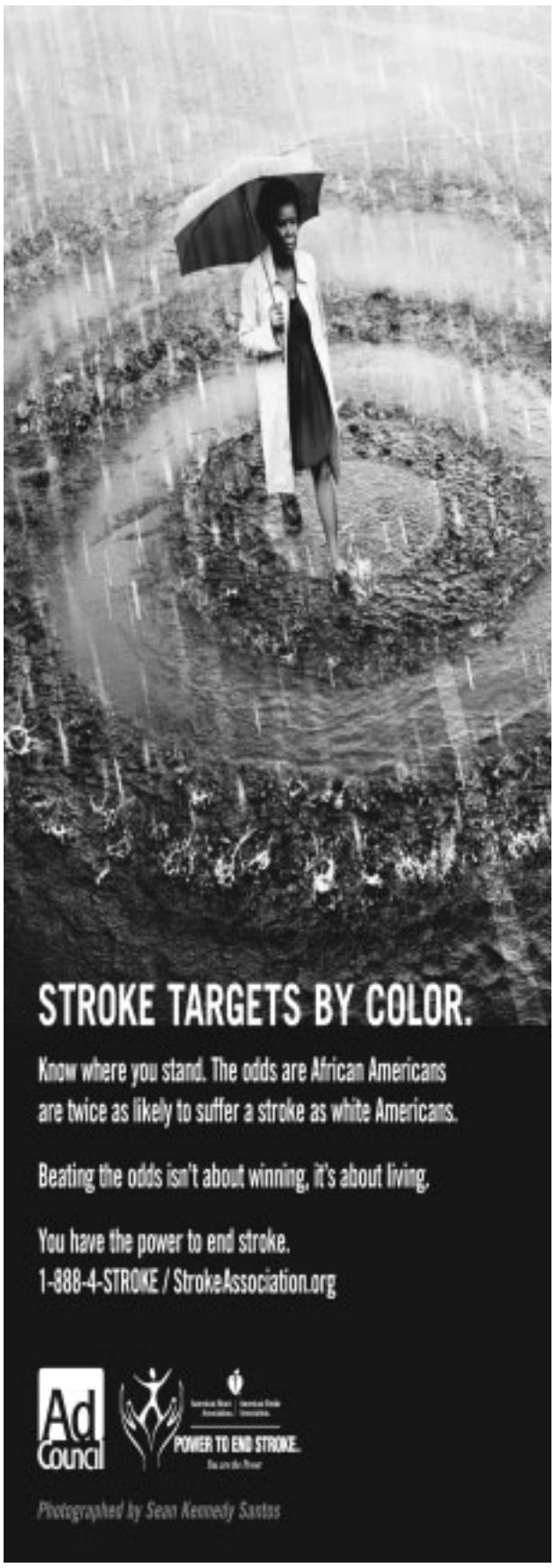
Send comments to editor@smdp.com

Development rules

Editor:

In regard to the great 1938-built main Santa Monica post office on Fifth Street, I have no doubt that all of the residents' lamentations at its closure will be in vain. Remember when the federal government announced not so long ago that it would indeed remain open? I have no doubt that in the interim period some of our otherwise prominent special interests made the feds an offer that they could not refuse. Several of these groups come to mind. In my opinion development is galloping along to the edge of the cliff. The end justifies the means. Santa Monica and its historical icons mean nothing to these people. Money talks and history walks. Many do not even live here. Now just watch as a leak becomes a "staff report" and an eventual fait-accompli. Transparency is just a word that will be sorely missed in this coming episode of debauchery to a noble and useful institution of our present and also of our cherished past.

Eddie Greenberg
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

Peppery politics at SMC

THE CIVIL DISRUPTION ON SANTA Monica College's campus made national news a couple of weeks ago.

Students accompanied by a number of outside agitators demanded to be heard at a SMC Board of Trustees meeting where a bold, two-tiered tuition plan approved at a previous meeting was being discussed.

The trustees' plan involved reinstating 50 key classes out of hundreds that had lost state funding by charging $180 per unit — nearly four times more than state subsidized classes. Previously canceled courses would be available during summer session to students who wanted to pay a premium to take them.

Activists warned this would mean higher fees for all classes and predicted an end to heavily subsidized junior college educations. Only wealthier students would be able to afford the higher cost classes, they said, thereby widening the gap between the nation's "haves" and "have nots."

Ever since the higher cost classes were suggested and approved (apparently before trustees knew whether they could even legally offer them), opposition to the plan mushroomed. According to various news reports, activists demanding to be heard either stormed or tried to push their way into the trustees meeting, April 4. That's when campus police whipped out the pepper spray.

"Occupy" veterans, activists from other college campuses, anarchists, professional agitators, labor organizers, social justice and racial equality advocates and those promoting their own causes joined the SMC dissidents by this time.

Campus rallies in the days following the pepper-spraying incident were a marketplace of causes, political activism and "change society" agendas with "quid pro quo" strategies in play. Organizers from Here! Unite Local 11 exhorted students to join in a living wage demonstration at the Hyatt Regency Century Plaza hotel in Century City while others wanted support for a Trayvon Martin march. SMC's tuition controversy had turned into a civil rights movement — complete with tributes to Rosa Parks.

Despite claims of equality and social justice, it really boils down to, "If I can't have it, nobody else can have it, either." Students willing to pay for the pricey classes were denied their rights. It's a slippery slope when a mob can dictate what the rest of society can or can't have because it doesn't meet their agenda.

A week ago Friday, SMC trustees met in open session and named a blue-ribbon panel to analyze the pepper-spraying incident and the college's subsequent response. They also scrapped the tuition plan. Strike a blow for education.

It's too bad because the "two-tier" plan to offer summer session classes on a "cost" basis was an audacious one. It would've allowed hundreds of students to take classes at $540 for three units they needed to graduate. At the same time, more space in the subsidized $46 per unit ($138 for three unit courses) would be available for students in the fall and winter sessions.

Trustees showed they had no guts and buckled under to social activists who, like SMC Board Chair Margaret Quiñones-Perez, seriously confused education with personal political agenda. While she has a right to her opinion, acting as chair of SMC's Board of Trustees, her first and only responsibility is to education and the college she serves. Funny how she missed that.

Quiñones-Perez said ("SMC trustees scrap two-tier plan," SMDP, April 7, Pg. 1) that creating a second tier of classes at the community college level was like slamming a door in the face of minority and low-income students. Yet, what Quiñones-Perez and her fellow trustees did was slam the door on all students — minority and non-minority, rich and poor.

Some Internet bloggers blamed the tuition proposal on Republicans on SMC's board. Huh? The entire board is made up of liberal Democrats and progressives. All were endorsed by the local political powerhouse Santa Monicans for Renters' Rights (SMRR) whose co-chair is Richard Tahvildaran-Jesswein — the SMC political science professor who gives students extra credit for handing out SMRR campaign literature during key elections.

A word of advice to disgruntled SMC students (15 percent who live in the Santa Monica-Malibu Community College District) old enough to vote: If you don't like the trustees' decisions, vote 'em out of office in the November election.

As for me, the misguided Quiñones-Perez has amply demonstrated why she shouldn't be re-elected to the SMC Board (if she runs) in November.

WALGREENS BACK AGAIN?

In development news, the controversial Walgreens Drug Store proposed for the corner of Pico and Lincoln boulevards last summer may happen after all. Walgreens is now proposing to remodel existing retail space and demolish a small building at the corner of Bay Street and Lincoln to accommodate more on-site parking.

Originally Walgreens wanted to tear down everything and construct a whole new store and parking lot with two parking entrances/exit ramps adjacent to private residences on Bay Street and across the adjacent alley. The good news for nearby neighbors is that they plan to eliminate the curb cut on Bay and one of two alley parking lot accesses and now utilize an existing driveway on Lincoln.

If Walgreens also asks for 24 hour operation and an off-sale alcohol Conditional Use Permit as they did in their original proposal, City Hall should still say, "no" and "no!"

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Organic farmers hope for boost with rivals' labels

STEPHEN SINGER
Associated Press

HARTFORD, Conn. Robert Burns, an organic farmer in eastern Connecticut, is candid in describing his business interest in state legislation requiring that genetically modified food be labeled.

"If you're an organic producer now, you should get ready for an increase in sales," said the grower of lettuce, mung beans, red winter wheat berries and other vegetables.

Consumer demand for labeling is rising and producers will have little choice but to comply, he said.

Many backers of similar legislation in more than a dozen states say their intent is to give consumers more information about what they're eating.

Genetically modified food includes products altered to resist pesticides or improve nutritional content. The U.S. Food and Drug Administration says genetically modified foods pose no greater health risks than traditional foods, and opponents of labeling rules say packaging costs would rise for no particular reason because no health hazard has been found.

Organic farmers say they stand to benefit from better informed consumers who may reject genetically modified products and instead choose organic food.

"It's part of what the organic food industry needs to keep moving forward," said Albert Straus, founder and president of the Straus Family Creamery, an organic dairy in Petaluma, Calif.

He does not use genetically modified feed for his herd, and said growth hormones in cows were halted by consumer opposition.

"It was consumers who made the change, not industry or government," Straus said.

Several organic growers say their business has benefited for years from increased consumer scrutiny of agribusiness and rising demand for locally grown food. Many are now ratcheting up the pressure, lobbying in 18 states for laws that would require labeling of genetically modified food, partly to establish a bright line between their products and those of big growers.

"The consumer for the most part doesn't even know what genetically engineered crops are," said Ray McEnroe, owner of McEnroe Organic Farm in Millerton, N.Y. "This would be more of an education for them."

Connecticut lawmakers were the first to advance a measure out of a committee last month, but were careful to avoid taking sides in the argument about whether genetically modified food has an impact on health. Legislators instead said they want only to provide more consumer information.

State lawmakers in Vermont are considering a similar measure. A lawmaker said the bill will not likely pass, but legislators will lay the groundwork for its consideration next year.

"It's really just moving the conversation along," said Democratic Rep. Tess Taylor, a member of the House Agriculture Committee.

In California, volunteers are gathering signatures to force a ballot question in November calling for labeling of genetically modified food. Supporters include farmers, consumers and others, said Gary Ruskin, campaign manager of the California Right to Know initiative.

"More than anything else, it's a lot of moms who want to know what's in the food they serve their families and kids," he said.

Bill Duesing, an organic farmer and executive director of the Northeast Organic Farming Association of Connecticut, said labeling requirements "might push things to organic."

However, the benefits to organic farmers in Connecticut would be minimal because most labels would be required on processed food, not consumer-ready products such as fruits and vegetables, he said.

Labeling genetically modified food in the United States will make domestic markets more competitive with markets in Europe, which imposes guidelines on informing consumers about genetically modified food, said Ronnie Cummins, national director of the Organic Consumers Association.

Preliminary findings in an academic study to be published next year found that consumers would pay more for food labeled as free of genetically modified ingredients.

The early results showed that as many as 500 people in the study were willing to pay 15 percent more for granola bars with ingredients that weren't genetically modified, said Harry Mason Kaiser, a professor of economics and management at Cornell's College of Agriculture and Life Sciences. The consumers also would pay more for potato chips without partially hydrogenated oils, chocolate chip cookies without high fructose corn syrup, beef jerky without antibiotics, Gummy bears without red dye No. 40, trail mix with no irradiated ingredients and mozzarella string cheese without growth hormones.

Consumers in the study also said they would pay 26 percent less for labeled products containing those items.

The Q Line

Not in public

City officials are considering banning professional trainers and their bulky equipment from city parks and beaches.

So, this week's Q-Line question asks:
Do you think trainers should be allowed to use these public places or do you believe the city is on to something with a ban?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **310-573-8354**.


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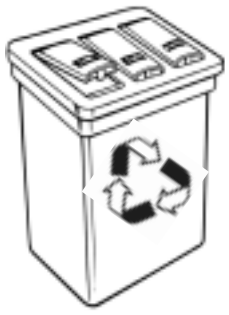
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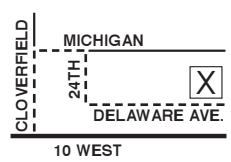
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DRIFTING: **Pesticide drift is an insidious threat to human health as well as to wildlife and ecosystems in and around agricultural and even residential areas where harsh chemicals are used to ward off pests. Children are especially vulnerable.**

Something in the air

Dear EarthTalk

What is "pesticide drift" and should I be worried about it?

Nicole Kehoe
Burlington, VT

IF YOU LIVE NEAR A BIG FARM OR AN otherwise frequently manicured landscape, "pesticide drift" — drifting spray and dust from pesticide applications — could be an issue for you and yours. Indeed, pesticide drift is an insidious threat to human health as well as to wildlife and ecosystems in and around agricultural and even residential areas where harsh chemicals are used to ward off pests. The biggest risk from pesticide drift is to those living, working or attending school near larger farms which employ elevated spraying equipment or crop duster planes to apply chemicals to crops and fields. Children are especially vulnerable to these airborne pesticides, given that their young bodies are still growing and developing.

"When pesticides are sprayed they can drift and settle on playgrounds, porches, laundry, toys, pools, furniture and more," reports the non-profit Pesticide Action Network (PAN). "Some of the most toxic pesticides in use in the U.S. today are also the most drift prone, and yet this common route of exposure remains largely invisible."

"Even the most careful, responsible pesticide sprayer cannot control what happens to pesticide droplets once they are released from his plane or tractor," the group adds. "And when conditions are right, these droplets can end up settling on someone's yard, on another farmer's crops, or on the skin of someone who happens to be at the wrong place at the wrong time." PAN cites research showing that upwards of 95 percent of applied pesticides miss their target, reaching nearby people and wildlife, waterways, soil and air instead. Besides this "spray drift," PAN also warns of so-called "volatilization drift"-whereby pesticides evaporate into the air from off of crops or out of the soil for up to several days following an application.

Thanks in large part to advocacy by PAN and other groups, the U.S. Environmental Protection Agency (EPA) has made strides in protecting more of us against pesticide drift. In late 2009 the agency rolled out new guidelines directing pesticide manufacturers to include labeling on their products indicating how to minimize off-target spray and dust drift. Any spray pesticides manufactured or labeled as of January 2012 and for sale in the U.S. must display the warning on its label: "Do not apply this product in a manner that results in spray (or dust) drift that harms people or any other non-target organisms or sites."

The EPA is also conducting and monitoring new research on the science of pesticide drift to better understand how it works so regulations can be tailored to mitigate its impact. The agency's Drift Reduction Technology Project is working with three leading universities to test a wide range of nozzles, hoods, shields and other aids to minimize drift during ground and aerial applications of pesticides.

Even though spray pesticides are now labeled and 28 states have drift spray regulations on their books, pesticide drift continues to be a problem wherever crops are grown. If pesticide drift is an issue where you live, work, study or play, contact PAN. The group can send out a "Drift Catcher" — a device that collects air samples which can then be analyzed for pesticides. "It enables farmworkers and community members to document and draw attention to otherwise invisible chemical exposures," says PAN.

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Expert says oil, gas waste needs treatment

KEVIN BEGOS
Associated Press

PITTSBURGH A former top environmental official says Pennsylvania's successful efforts to keep Marcellus Shale wastewater away from drinking water supplies should be extended to all other oil and gas drillers.

"It's the same industry. It is the same contaminants. And the goal should be the same," said George Jugovic Jr., who was formerly the Department of Environmental Protection's southwest regional director. He's now president of PennFuture, an environmental group.

An AP analysis of state data found that in the second half of 2011 about 1.86 million barrels — or about 78 million gallons — of drilling wastewater from conventional oil and gas wells were still being sent to treatment plants that discharge into rivers.

The core issue is whether a problem in waterways has been solved, or if more needs to be done.

In 2010 health experts raised alarms when they found soaring levels of ultra-salty bromides in rivers and streams that are major sources of drinking water. The general view was that wastewater from Marcellus Shale gas drilling — polluted with heavy bromides from deep underground — was contributing to the problem.

High levels of bromides can contaminate drinking water with levels that exceed national safety standards and are potentially harmful. Though not considered a pollutant by themselves, the bromides combine with the chlorine used in water treatment to produce trihalomethanes, which may cause cancer if ingested over a long period of time.

Bromide levels were so high in rivers during 2010 that they caused corrosion at some plants that were using the water.

But since the spring of 2011 most Marcellus drillers have been recycling the fluids, or sending then to deep underground wells mostly in Ohio.

The gas-rich Marcellus, which lies thousands of feet underground, has attracted a gold rush of drillers who have drilled almost 5,000 new wells in the last five years. But the state also has about 70,000 older oil and gas wells, according to DEP statistics, that target different, shallower reserves.

Researchers say the bromide levels did drop last summer, but they had also expected even more of a decline after virtually all of the Marcellus Shale drillers stopped disposing wastewater into plants that discharge into rivers.

But conventional oil and gas wells weren't included in last year's recycling push — a loophole that state environmental officials downplayed at the time.

Jugovic said DEP secretary Mike Krancer should now take "the next step" and get voluntary compliance from the rest of the gas industry.

"It's hard scientifically to justify a distinction between treating conventional wastewater differently. The wastewater is being disposed in plants that are not capable of treating those contaminants," he said.

Dave Mashek, a spokesman for the Pa. Independent Oil & Gas Association, declined to comment.

Kevin Sunday, a DEP spokesman, claimed that the volume of conventional oil and gas waste is "substantially smaller" than the Marcellus amounts.

But the AP found that 78 million gallons of oil and gas wastewater were still being taken to treatment plants in the last half of 2011 — about 33 percent less than the Marcellus quantity that was raising concerns in 2010, but still a substantial amount. If that rate continues, the conventional wells will send about 150 million gallons of the wastewater to treatment plants that discharge into rivers this year.

Sunday said the agency encourages wastewater recycling, "regardless of the industry involved," and added that the conventional oil and gas drillers don't produce as much wastewater as the Marcellus drillers.

Sunday also said that the agency has created a new, revised permit to encourage recycling of waste. Ten facilities have applied for the new permit, and if all are approved, that would double the number of such facilities in the state.

David Sternberg, a spokesman for the U.S. Environmental Protection Agency, didn't directly answer a question about whether there was any scientific justification for treating the non-Marcellus waste differently. Sternberg said EPA, which urged Pennsylvania regulators last year to halt the dumping, is working closely with state regulators "to ensure that, where wastewater treatment facilities are accepting oil and gas wastewaters, discharges from these treatment facilities are in compliance with the Clean Water Act."

Jugovic said that some previous assumptions about the non-Marcellus waste turned out to be false. For example, there were suggestions that it generally contained much lower levels of bromides and other contaminants.

He said some of the shallow wells had very high levels of total dissolved solids and other contaminants that can be a problem for drinking water supplies.

Jugovic also said that the fact that 97 percent of Marcellus drillers appear to be complying with the wastewater restrictions raises a fairness issue. Why, he asked, should the conventional oil and gas drillers and the remaining 3 percent of drillers get a pass?

Now, researchers are waiting for expected lower river levels in the summer, to see if the bromide problem has really gone away. The higher flows in early spring dilute any contaminants and make it harder to draw conclusions about the bromides.

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LIBERTIES
FROM PAGE 1

out of folders and other basic office supplies, stock which she very occasionally refreshes with supplies from her office.

Over the last seven years with her company, Lobelli estimates she has taken 10 pens, 20 folders and between 10 and 20 binder clips.

She feels it's an insignificant amount compared to the bulk shipments from Staples that her company orders, and suspects that her coworkers probably do something similar.

It's not as bad, say, as the city of Santa Monica employee that admitted in a court deposition last year that he had kept cars at his workplace, dumped large amounts of broken concrete in the trash there and had even buried a beloved pet on the premises.

It all comes down to different levels of the same thing, said David Whitney, a professor of industrial-organizational psychology at California State University at Long Beach.

"When we're at work, there's a belief of things that we're going to provide the organization and what the organization will provide to us," Whitney said. "Part of that is the written contract, what we do for them and what they'll do in exchange. There's a psychological contract that goes along with that as well."

That second contract never sees the light of day nor the touch of a human resources pen. It's all in the employee's head, but the worker believes that the organization has agreed to it as a matter of course.

"It's one of those things that people feel is the norm," Whitney said. "I'll borrow more pens than I need feeling that it's the norm, an expected cost of business."

Depending on the person, things can remain tame until the employer crosses an invisible line and breaks the contract he or she never knew was there.

Perhaps the worker hasn't had a raise in three years and don't feel they have to work as hard, or that it's OK to take a ream of paper home because "they owe it to me."

It can escalate up the spectrum of maliciousness, Whitney said.

"They're victimizing the organization to get out their frustrations," Whitney said. "They feel that they've been wronged, so they want to get back at the organization."

That perception can add up to a lot — $14.4 billion for retailers alone in 2010, according to the National Retail Federation.

The best way to diffuse that tension and the desire to extract from an employer is to make sure an employee never has the opportunity to feel slighted.

Rather than placing themselves at the feet of their own workforce, employers can accomplish that by creating a clear set of rules and enforcement, said Al Mohajerian, head of Mohajerian, Inc., a law firm that represents only employers.

That means having an employment manual that spells out all of those little things that many people take for granted, like not visiting pornography sites while on the job or stretching lunch and other breaks past the point of reason.

There's a fear amongst employers that cracking down on "common" practices will open themselves up to retribution, Mohajerian said.

"You don't want to have friction with them because the person is inside your home," Mohajerian said. "They could kick a computer, crash a disk, put a virus in your computer. Cause a lot of problems … Employers walk on eggshells sometimes, especially with employees that they consider litigious."

When it comes to blatant theft of products, there's only one real solution.

"Call the cops," Mohajerian said.

Cameras deterred Jennifer Campos, a 23-year-old resident of Koreatown, from taking anything from a record store she worked for six years ago.

Now, she works at her family's hot dog food truck, Campos Deliciosos, and any temptation at thievery is gone.

There's no limit to the number of hot dogs, sodas or chips she can eat, although she rarely takes advantage of it, she said.

Part of that comes from the idea that the organization Campos works for has a name — Mom and Dad — rather than existing in her mind only as a faceless corporation, Whitney said.

Otherwise, it can be a question of integrity.

"The integrity aspect is individualized," Whitney said. "It's hard to believe that someone didn't know it was wrong to dump concrete in the dumpster."

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CP
FROM PAGE 1

this is going on."

As part of this outreach mission, Baykeeper will host the first annual SPLASH Stand Up for Clean Water paddleboard race and festival on Saturday. Hosted in conjunction with the Waterkeeper Alliance, the event will celebrate Earth Day and the 40th anniversary of the Clean Water Act, Crosson said. Activities will include stand-up paddleboarding lessons, paddleboard yoga and a beach cleanup, in addition to a speech by Robert F. Kennedy, Jr, president and founder of the Waterkeeper Alliance.

"This event is the best way for people to get in touch with their waterway … especially in such an urban area as Los Angeles," said Pete Nichols, western regional director for the Waterkeeper Alliance, which is the umbrella organization over the Santa Monica Baykeeper. "It's easy to forget that clean water is a central component of healthy communities."

Crosson will be out on the water, too. Her hobbies haven't changed much since her college days, as she still enjoys outdoor activities, like paddleboarding, in her spare time.

"I want people to splash around and enjoy the water," she said. "It's all about learning about stormwater pollution and how far we've come."

Under Crosson's leadership, the Santa Monica Baykeeper has directed their priorities and increased their focus on holding cities accountable for their pollution. The organization has also boosted collaboration with other groups, like Heal the Bay, Clark said.

While her previous experience with litigation and environmental advocacy gives her technical capability, it is her natural initiative that propels her success in this position, Nichols said.

"She knows in her moral fiber what she believes in and she will do everything to protect the environment," he said. "It can oftentimes be daunting or lonely to be the waterkeeper — the waterkeeper is the voice of the waterway and it takes an individual with a strong constitution to do that and Liz certainly fits the bill."

news@smdp.com

BOX OFFICE
FROM PAGE 3

has taken in $44.4 million domestically to lift the film's lifetime total to $645.2 million.

"Titanic" also pulled in $88.2 million in 69 overseas markets, including a huge $58 million 3-D debut in China. That brought the 3-D reissue's overseas total to $146.4 million and the worldwide sum for re-release to $190.8 million.

Added to the $1.84 billion take from the original release of the 1997 hit, "Titanic" has climbed to a lifetime total of about $2.03 billion.

Another big overseas haul came with Universal's "Battleship," which opened with $58 million in 26 countries five weeks ahead of its U.S. debut on May 18. The action tale featuring Taylor Kitsch and Liam Neeson is inspired by the game Battleship.

"The Hunger Games" added $15 million overseas to bring its international total to $194 million and its worldwide haul to $531 million.

The weekend's other new domestic wide release, Film District's sci-fi story "Lockout," opened at No. 9 with $6.3 million. The movie stars Guy Pearce trying to quell an uprising at an orbiting space prison.

With no big new debut on the domestic front, the overall box office slipped for only the second weekend this year. Domestic revenues totaled $117 million, down 10 percent from the same weekend last year, when "Rio" led with $39.2 million, according to box-office tracker Hollywood.com.

Domestic revenues this year are at $2.98 billion, 19.3 percent ahead of 2011's, putting Hollywood on a record money pace with a big summer lineup just weeks away. The superhero tale "The Avengers" kicks off the summer season May 4.

Revenues may continue to lag over the next couple of weeks compared to last year, when the action hit "Fast Five" boosted business just before the summer season.

"This year, we don't really have something like that, but with the 20 percent lead we have over last year, we don't really need it. We are in terrific shape going into summer," said Hollywood.com analyst Paul Dergarabedian.

Estimated ticket sales for Friday through Sunday at U.S. and Canadian theaters, according to Hollywood.com. Where available, latest international numbers are also included. Final domestic figures will be released Monday.



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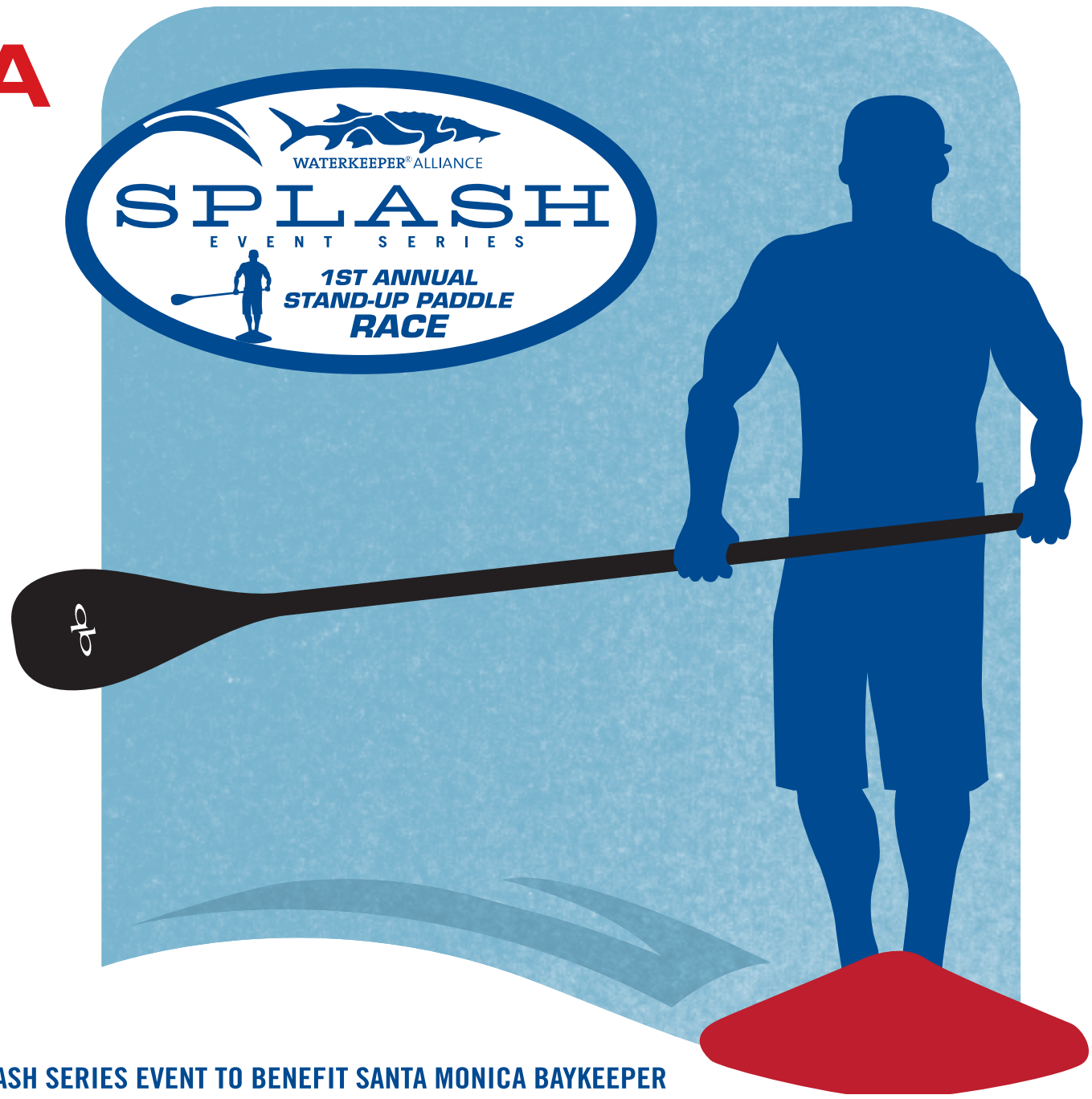
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HIT MAN

Morgan Genser *news@smdp.com*

Tony Todd, a Santa Monica High School alum and current assistant baseball coach, hits a triple during the annual alumni game on Saturday. The varsity team beat the alumni, 12-4.

MANSON

FROM PAGE 3

released, and each has traveled to obscure California farming towns for parole hearings in prisons housing some of the state's most notorious convicts.

At first Hoyt testified partly out of fear that the killers would seek revenge if released. But after becoming a registered nurse, she realized that the psychological and emotional pain of having to relive her involvement with the cult was another part of her payback to society.

"It's a descent into hell and then having to climb back out again," Hoyt said. "I think about it and I feel I was simply there to be a witness, because that has been my role. God gave me that role, and that's my reality."

Meanwhile Tate's late mother, Doris, had become the driving force for victims' rights in California and was instrumental in a 1982 law that allows family members to testify about their losses at trials and parole hearings.

When Doris died, that left her daughters Debra and Patti to carry on with her work. Patti died of breast cancer in 2000, leaving Debra, disabled from a postal service accident, to go it alone.

"Over time our mutual efforts brought us together," Hoyt said.

Now they talk regularly on the phone and get together when they're in the same town, usually for a parole hearing. Tate lives in the Southern California desert, and Hoyt in the Pacific Northwest, the specific location she wants to keep secret.

Trapped in drab institutional waiting rooms, they realized they were the same age and shared similar middle-class upbringings. Both were divorced mothers who raised daughters on their own. In 2006, when Manson associate Bruce Davis was up for parole for another murder Manson had orchestrated, the two had time to talk.

"I discovered that I really like Barbara," said Tate, who now works for victims' rights through her website www.sharontate.net.

As the friendship developed, Tate realized that Barbara has suffered from the murders as much as she had. "She flew under such a horrible social stigma for so long," Tate said. "For Barbara to have suffered the same stigma as those other sociopaths, well it just wasn't right."



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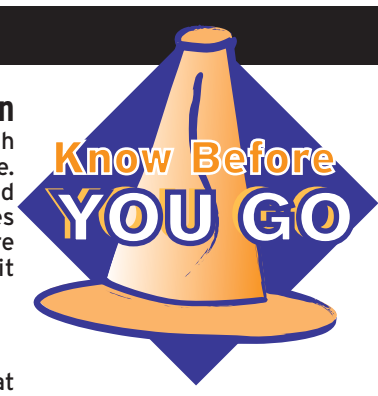
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Longitudinal k-rail installation will occur between 14th and 16th streets on the south side of Colorado Avenue. Parking on the south side of Colorado will be displaced for the duration of the upcoming work. Lane closures may occur during the k-rail installations. For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Annual Tree Trimming

The city's annual tree trimming schedule is underway at the following locations: tree trimming will begin on Yale Street from Montana to Arizona avenues, and beginning April 23, on 24th Street. For more information please visit www.santamonicatrees.com.

Water Main Replacement at Third Court

The water main at Third Court between Broadway and Santa Monica Boulevard is undergoing removal and replacement. Please be advised that two-way traffic will be allowed on each side of construction work zone for local access only. There will be possible alley closures from Arizona Avenue to Santa Monica Boulevard between 8 a.m. – 5 p.m., through June 2012. Detour Info: During alley closures two-way traffic will be allowed on either side of the construction work zone for local traffic only. No deliveries will be allowed during construction hours.

Water Main Replacement No. 1

Replacement of approximately 11,700 lineal feet of existing ductile iron water mains with new ductile iron water pipes due to age, condition and capacity demands. Work will take place on Euclid Court, between Idaho and Montana avenues, and on 10th Court and Montana Avenue, 11th Court, between Washington and California avenues, and on 12th Court, between Montana and Idaho. Work will involve partial alley closures and intersection closures.

Alley Resurfacing Project

The alleys in the 1200 block of 19th Court will be resurfaced from April 2 through April 18 – daily work start time is 7 a.m. and end time is 4:30 p.m., and the alleys in the 1300 block of 17th Court will be resurfaced from April 16 through April 30 – daily work start time is 7 a.m. and end time is 4:30 p.m Please be advised that resurfacing operations will generate noise and dust. There will be certain times when the alley will not be accessible during construction, but we will minimize these times of closure during the day. Questions should be directed to the Public Works Street & Fleet Services Division at (310) 458-4991. For more info on Alley Renewal Program, go to: www.smgov.net/streets/alleyprogram.

Private Development (Mayfair Theater)

Beginning April 2, 2012, there will be trade vehicles utilizing the alley (Second Court) between Santa Monica Boulevard and Broadway.

Annual Paving & Sidewalk Repair Project

Annual street and sidewalk maintenance work consists of cold-milling and asphalt overlay, slurry sealing, sidewalk removal and reconstruction, curb and gutter removal and reconstruction, pervious gutter construction, and tree root pruning. Striping modifications will be completed to implement recommendations of the Bicycle Action Plan. Paving and striping for Phase III will be occurring at the following locations: 21st Street from Montana to Washington avenues; 14th Street from Washington to Wilshire Boulevard; Idaho Avenue from 15th to 19th streets; Alta Avenue from 15th to 18th streets; 15th Street from Marguerita to Montana; 16th Street from San Vicente Boulevard to Marguerita; and Airport Avenue from 23rd Street to Donald Douglas. Partial roadway closures is expected. Temporary Traffic Control signs and barricades will be deployed to guide vehicular and pedestrian traffic in and around the work areas.

Private Development (SMMUSD)

Beginning Feb. 27, 2012, the Santa Monica-Malibu Unified School District is making improvements to some of its campuses. Samohi will have truck deliveries April 16-17. All work will take place Monday through Friday, 8 a.m. – 5 p.m. More information is available at http://fip.smmusd.org.

Advanced Traffic Management Systems Project (Phase 3 & 4)

The city's Advanced Traffic Management System (ATMS) Phases 4A and 4B Project will connect 40 signal-controlled intersections along Arizona Avenue and Mid-City areas to the city's centralized control system with fiber optic cables. Also upgrades of traffic signal infrastructure ranging from a full replacement of all traffic signal equipment to less extensive upgrades such as the installation of new controller cabinet and video detection cameras. The project begins January 2012 and is expected to end November 2012. Phase 3 construction will install pull boxes on Pico Boulevard from Lincoln Boulevard to the east city limit. Phase 4 construction will commence along Olympic Boulevard from Lincoln Boulevard to Stewart Street between the hours of 8 a.m. and 6 p.m. Impacts to traffic should be minimal but partial and full lane closures may be necessary some times. Questions may be directed to the project hotline at (866) 755-7679. For more info, go to: www.SMConstructs.org.

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



Photo credit: Anna Korbeva

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Direction and Adaptation by Dmitry Krymov
Performers Mikhail Baryshnikov and
Anna Sinyakina with members of the
Dmitry Krymov Laboratory

A co-production of Baryshnikov Arts Center, Dmitry Krymov Laboratory, The AG Foundation in association with The Korjaamo Culture Factory.

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Can stocks extend their first-quarter win streak?

CHRISTINA REXRODE
AP Business Writer

NEW YORK The zigzag in the stock market last week may leave you wondering queasily: Will this quarter build on the blockbuster gains from the start of the year or wipe them away?

History suggests the winning streak will continue.

Over the past 30 years, strong quarters like the one that ended in March have tended to be followed by more gains. Smaller gains, usually, but gains nonetheless.

From 1982, the start of what some consider the modern era of investing, through the end of last year, there were 17 quarters in which the Standard & Poor's 500 index rose 10 percent or more.

Only twice were those gains followed by a losing quarter. In both cases, the loss was small: 1.1 percent and 0.1 percent. The other 15 times, the average gain in the subsequent quarter was 6.6 percent.

The two losses both came when the economy was just emerging from recession, periods that are ripe for market bumpiness as investors try to gauge whether the worst really is behind them.

This time around, the recession has been over for almost three years. And though the market has had quarterly swings, it has moved mostly higher. Investors are betting that a steady, if unimpressive, expansion is under way.

The S&P gained 12 percent from January through March, its best first quarter since 1998. That followed a gain of 11 percent in the quarter before, from October through December.

And the record is also promising when the market racks up two consecutive double-digit quarters. It's happened three other times since 1982. Each time was followed by a third quarterly gain averaging about 5 percent.

Think of it as Newton's first law of motion applied to stocks: Objects in motion tend to stay in motion unless acted on by an external force. When investors bid the market up, they keep doing so until something stops them.

The market had plenty to worry about last year — a flare-up of the European debt crisis, fear of another recession in the United States and gridlock in Washington over tax cuts and the government's borrowing limit.

This month, Europe has returned as a concern. Borrowing costs have risen for Italy and Spain, two countries with flagging economies. The S&P is down 2.7 percent since the second quarter started two weeks ago — its worst two weeks of the year.

But stocks are relatively cheap, which can be a good reason to buy. Stocks in the S&P 500 are trading at about 14.4 times earnings, according to research firm Birinyi Associates. Over the past decade, they've averaged 17.1.

Howard Silverblatt, senior index analyst at S&P, says a good first quarter usually augurs a good year.

The last time the S&P blew a double-digit first-quarter lead was 1930, between a stock market crash and the worst of the Depression. That year, the S&P rose 17 percent in the first three months but plunged 40 percent in the last nine.

Of course, Silverblatt adds, "Today is today, and history is history."

Today, the Federal Reserve is playing an outsized role in the market's movement. The Fed's third round of bond-buying ends in June, and investors are starting to worry. Bond-buying by the Fed the past three years has stimulated the economy by keeping long-term interest rates low and has made stocks more attractive than bonds to many investors.

The Fed announced Operation Twist, a plan to drive down interest rates even further, on Sept. 21. That triggered a 29 percent rally in the S&P from Oct. 3 through April 2.

Then, last Tuesday, the Fed released minutes of a meeting in March and disclosed that it is unlikely to stimulate the economy further. Many market strategists think the economy will need more help.

And there are still unknowns that could upend the market, including the Supreme Court's decision on President Barack Obama's health care law and hotly contested changes to tax policy.

Says Jack Ablin, chief investment officer of BMO-Harris Private Bank: "This is not a market you can put away and forget."



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MLB

Dodgers turn triple play, beat Padres 5-4

BETH HARRIS
AP Sports Writer

LOS ANGELES The Los Angeles Dodgers turned a bizarre triple play in the top of the ninth inning, then Dee Gordon singled home the winning run in the bottom half for a 5-4 win over the San Diego Padres on Sunday and a three-game sweep.

The Dodgers improved to 9-1, the best mark in the major leagues and equaling their best start ever in Los Angeles.

Matt Kemp hit his fourth homer in three games as the Dodgers sent San Diego to its fourth loss in a row.

It was 4-all when the Dodgers turned their first triple play since June 13, 1998, against Colorado.

Chris Denorfia led off with a single against Javy Guerra (1-0) and Chase Headley walked. Jesus Guzman squared to bunt, but the pitch came high and tight and hit his bat as he backed away.

The ball landed in front of the plate and catcher A.J. Ellis alertly picked it up and threw to third. Guzman, startled by what happened, didn't run to first base, which made it easy for third baseman Juan Uribe to relay to shortstop Gordon at second base. In turn, he threw to James Loney to complete the triple play.

Padres manager Bud Black came out to argue with plate umpire and crew chief Dale Scott, who ejected him.

The Dodgers had the same situation in the bottom of the ninth with runners on first and second and nobody out, with Juan Uribe in a sacrifice situation against Brad Brach (0-1). Uribe successfully got the bunt down and Ellis was intentionally walked to load the bases.

Pinch-hitter Jerry Hairston Jr. fouled out before Gordon slapped an 0-2 pitch to left field, setting off a celebration between first and second base. Gordon had struck out with the bases loaded to end the seventh.

The Dodgers gave Clayton Kershaw to a 4-1 lead. But Josh Lindblom gave up a tying two-run single to pinch-hitter Jeremy Hermida in the sixth, leaving last year's NL Cy Young winner with his third no-decision in as many starts.

The Dodgers improved to 6-0 at home with their ninth straight win against San Diego at Dodger Stadium.

San Diego tied it at 4 with three runs in the sixth. Orlando Hudson had a bases-loaded RBI single through the hole past Gordon to finish Kershaw, and Hermida hit a bases-loaded single.

Kershaw allowed four runs and eight hits in 5 1-3 innings, struck out three and walked three. The left-hander had allowed just one run in 10 innings of his first two starts.

Padres starter Edinson Volquez gave up four runs and six hits in five innings. He struck out two and walked five.

NOTES: Padres C Nick Hundley snapped an 0-for-21 skid with a single in the third. His drought was the longest to start a season by a Padres non-pitcher since Ozzie Smith's club record 0-for-32 stretch in 1979. ... Hall of Fame broadcaster Vin Scully returned to the booth after missing five days with a bad cold. "I'm just going to give thanks that I'm here," the 84-year-old said. ... Los Angeles Clippers star Chris Paul took his 2-year-old son to the youngster's first major league game.

City of Santa Monica

CITY OF SANTA MONICA
NOTICE INVITING BIDS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites Contractors to complete and submit sealed bids for the:

Public Beach Restroom Replacement Gate Revisions
SP2066

Bids shall be delivered to the City of Santa Monica, Office of the City Clerk, Room 102, 1685 Main Street, Santa Monica, California, 90401, not later than 2:30 p.m. on **Thursday, May 10, 2012**, to be publicly opened and read aloud after 3:00 p.m. on said date in the City Hall Council Chambers. Each Bid shall be in accordance with the Request for Bids.

PRE-BID JOB WALK:
As Beach Restroom Structures are Open to the Public Daily During Daylight Hours, No Pre-bid Job Walk is Planned.

PROJECT ESTIMATE: $65,000.00
CONTRACT DAYS: 90
LIQUIDATED DAMAGES: $300.00 Per Day
COMPENSABLE DELAY: $300.00 Per Day

Bidding Documents may be obtained by logging onto the City's Finance website at: http://www01.smgov.net/finance/purchasing/. The Contractor is required to have a **B** license at the time of bid submission. Contractors wishing to be considered must submit Bids containing all information required pursuant to the City's Request for Bids.

Pursuant to Public Contracts Code Section 22300, the Contractor shall be permitted to substitute securities for any monies withheld by the City to ensure performance under this Contract.

SURF REPORT



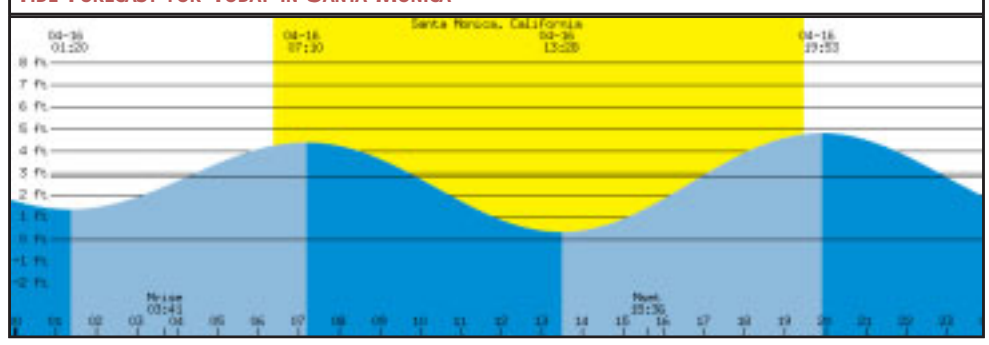
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SURF CONDITIONS **WATER TEMP:** 56.7°

SWELL FORECAST
Looking like a chest high day most everywhere.

LONG RANGE SYNOPSIS
LOOKS SIMILAR.

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 **April 4, 2012**

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 -- 13
- Number of A grades for dry/wet weather -- 34 / 14
- Number of (C,D,F) grades for dry/wet weather -- 0 / 0

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

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 or the state's Beach Closure and Health Warning Protocol.

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	A
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A
El Pescador State Beach, between Lechusa and Los Alisos creeks.	ns	ns
Encinal Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	A+	A+
Zuma Beach at Zuma Creek mouth.	A	A+
Walnut Creek, projection of Wildlife Rd. (private).	A+	F
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	C
Escondido Creek, just east of Escondido State Beach.	A+	F
Latigo Canyon Creek mouth.	F	A
Solstice Canyon at Ben Blocker County Beach.	A+	D
Puerco State Beach at creek mouth.	A+	C
Marie Canyon storm drain at Puerco Beach, at 21672 Malibu Rd..	A+	A+
Surfrider Beach at Malibu Colony fence.	A+	A+
Surfrider Beach (breach location)- daily.	B	F
Malibu Pier - 50 yards east.	A	B
Corbon Beach at Sweetwater Canyon.	A+	A
Las Flores State Beach at Las Flores Creek (point zero).	A+	F
Big Rock Beach at 19948 PCH stairs.	A+	A
Pena Creek at Los Tunas County Beach.	A+	A+
Tuna Canyon.	D	ns
Topanga State Beach at creek mouth.	C	F
Castlerock Storm Drain at Castle Rock Beach.	A	B
Santa Ynez Storm Drain at Castle Rock Beach.	A+	A
Will Rogers State Beach at 17208 PCH (1/4 mile east of Sunset drain).	A+	A
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).	B	A
Santa Monica Beach at Montana Ave. drain.	A+	A+
Santa Monica Beach at Wilshire Blvd. drain.	A+	A+
Santa Monica Municipal Pier.	F	B
Santa Monica Beach at Pico/Kenter storm drain.	A	C
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	A
Ocean Park Beach at Ashland Ave. drain.	A+	A+
Venice City Beach, at the Rose Ave. storm drain.	A+	A+
Venice Beach at Brooks Ave. drain.	A+	A
Venice Beach at Windward Ave. drain.	F	A+
Venice Fishing Pier - 50 yards south.	A+	A
Venice Beach- projection of Topsail St..	A+	B
Marina del Rey, Mothers' Beach- lifeguard tower.	A	C
Dockweiler State Beach at Ballona Creek mouth.	B	C
Dockweiler State Beach at Culver Blvd. drain.	A+	A+
North Westchester Storm Drain at Dockweiler State Beach.	A+	A+
Dockweiler State Beach at World Way (south of CIWW 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'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.
(310) 260-1528

Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade
(888) 262-4386

American Reunion (R) 1hr 53min
1:00pm, 4:00pm, 7:00pm, 10:00pm

Titanic 3D (PG-13) 3hrs 14min
1:15pm, 5:30pm, 9:30pm

L!fe Happens (R) 1hr 41min
1:30pm, 4:15pm, 7:00pm, 9:40pm

Blue Like Jazz (PG-13) 1hr 46min
1:50pm, 4:30pm, 7:15pm, 9:50pm

AMC 7 Santa Monica
1310 Third St.
(310) 451-9440

Cabin in the Woods (R) 1hr 35min
11:15am, 1:35pm, 3:55pm, 6:15pm, 8:40pm, 9:45pm

Three Stooges (PG) 1hr 32min
11:00am, 1:15pm, 3:30pm, 5:50pm, 8:10pm, 10:30pm

21 Jump Street (R) 1hr 49min
11:10am, 1:45pm, 4:30pm, 7:20pm, 10:15pm

Hunger Games (PG-13) 2hrs 22min
11:55am, 3:30pm, 7:00pm, 10:20pm

American Reunion (R) 1hr 53min
11:20am, 2:00pm, 4:40pm, 7:45pm, 10:30pm

Titanic 3D (PG-13) 3hrs 14min
11:45am, 4:10pm, 8:30pm

Salmon Fishing in the Yemen (PG-13) 1hr 52min
11:25am, 1:50pm, 4:20pm, 7:10pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 478-3836

Lady (R) 2hrs 25min
1:00pm, 4:00pm, 7:00pm, 10:00pm

Hunter (R) 1hr 40min
1:40pm, 4:30pm, 7:30pm, 10:10pm

Comic-Con: Episode IV - A Fan's Hope (PG-13) 1hr 28min
4:40pm, 9:45pm

Delicacy (La delicatesse) (PG-13) 1hr 48min
1:50pm, 7:10pm

All In (NR) 1hr 47min
1:30pm, 4:20pm, 7:20pm, 10:00pm

AMC Criterion 6
1313 Third St.
(310) 395-1599

Wrath of the Titans 3D (PG-13) 2hrs 00min
11:45am, 2:25pm, 5:15pm, 7:50pm, 10:15pm

Hunger Games (PG-13) 2hrs 22min
12:45pm, 4:15pm, 7:45pm

Lockout (PG-13) 1hr 50min
11:55am, 2:40pm, 5:20pm, 7:55pm, 10:15pm

Mirror Mirror (PG) 1hr 46min
11:10am, 1:45pm, 4:30pm, 7:10pm, 9:40pm

Raid: Redemption (Serbuan maut) (R) 1hr 41min
11:25am, 2:05pm, 4:45pm, 7:20pm, 9:50pm

Woman Thou Art Loosed: On the 7th Day (PG-13) 1hr 41min
11:35am, 2:15pm, 5:00pm, 7:35pm, 10:05pm

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

Out and about tonight, Cappy

ARIES (March 21-April 19)
★★★★ Your fiery side could lead to dissatisfaction. Look carefully at your lack of patience. Communication seems to straighten out if you are open and accept that you're part of a problem. Tonight: Relax with a good friend.

TAURUS (April 20-May 20)
★★★★★ Zero in on what is workable. A meeting helps you focus and see different routes. There could be a disagreement between you and a loved one or a child. Your creativity might not be appreciated by this person. Tonight: Indulge a loved one.

GEMINI (May 21-June 20)
★★★ Responsibility lands on your shoulders, but you cannot change gears right now. Someone could undermine you without realizing it. Stay calm, and do not play into his or her personal problems. Tonight: Others look to you for their cues.

CANCER (June 21-July 22)
★★★★ Remember, there is always another solution or path. You do not need to worry so much about a logjam. Start thinking about alternative ways to get around this impasse. Your ability to convert a problem into a solution catches the admiration of at least one person. Tonight: Go with an imaginative solution.

LEO (July 23-Aug. 22)
★★★★ Have a much-needed discussion with someone, and you'll make sound decisions. You have stretched as far as you can go. News from a distance could be quite shocking, if nothing else. You had a strong premonition of what was going to happen. Tonight: Time for a special person.

VIRGO (Aug. 23-Sept. 22)
★★★★ You are excellent at deferring to others, and now you can demonstrate that skill. A raise or some other unanticipated source of money could pop into your life out of the blue. Tonight: Sort out the possibilities, then decide.

LIBRA (Sept. 23-Oct. 22)
★★★★ Stay in touch with your needs and obligations. You might be frustrated as you try to get everything done. Focus, and don't let a personal matter create too much angst in your day. A discussion illuminates a situation. Tonight: Choose a stress-buster, then go home.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Your creativity is heightened by a disagreement. You want to find a resolution, and you would prefer to keep others involved. Discussions could become inflammatory. Someone you sometimes take for granted will make you smile. Tonight: Fun, with a touch of mischief.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Your mind is on your home and possibly a personal matter. If you are dealing with other matters, or even a social lunch, you will need discipline if this issue is not handled. Be smart and make important calls early. Tonight: Time to veg.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ You are up for nearly anything. Your instincts and premonitions seem to weave together. Be careful if you run into someone who seems to be unusually frustrated or angry. Stay out of this person's issues. Tonight: Out and about.

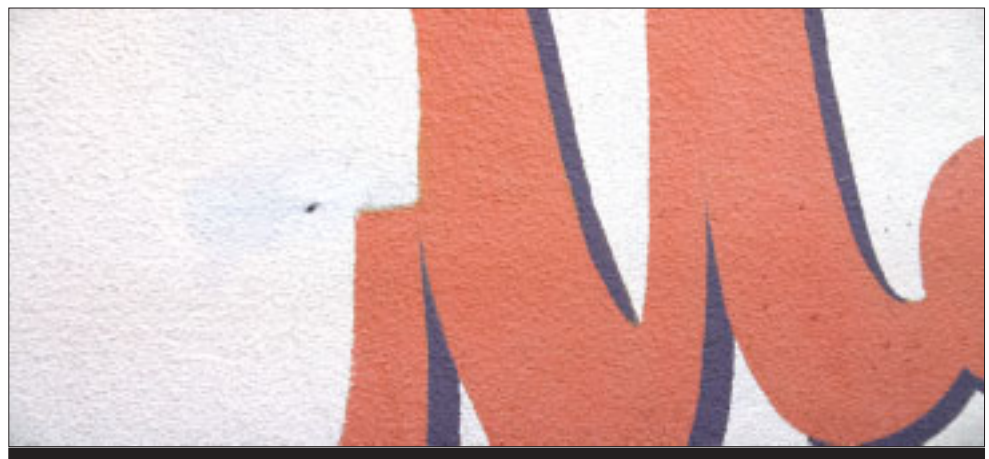
AQUARIUS (Jan. 20-Feb. 18)
★★★★ Be aware of your need to have certain issues under control. You could tire yourself out if you continue like this. If you can maintain your caring ways, the results could be phenomenal. Go with the flow, and say "no" to fighting city hall. Tonight: Treat yourself.

PISCES (Feb. 19-March 20)
★★★★★ Your warmth helps melt barriers and establish better ties. A card or special gift can make all the difference to someone. You might assume that he or she knows how you feel. Don't. A close associate could become less than reliable. Tonight: Make yourself happy.

Happy birthday

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

This year you make waves. You'll want to work on your communication, even when you feel uncomfortable with the topic. How you express your anger becomes a key issue. If you are single, many people appreciate your bright, verbal manner. Take your time choosing a relationship, as you'll tend to attract unavailable people. If you are attached, the two of you will benefit from many weekends away from others. PISCES might know more about you than you do.



MYSTERY PHOTO

Daniel Archuleta *daniela@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*. Send your mystery photos to *editor@smdp.com* to be used in future issues.

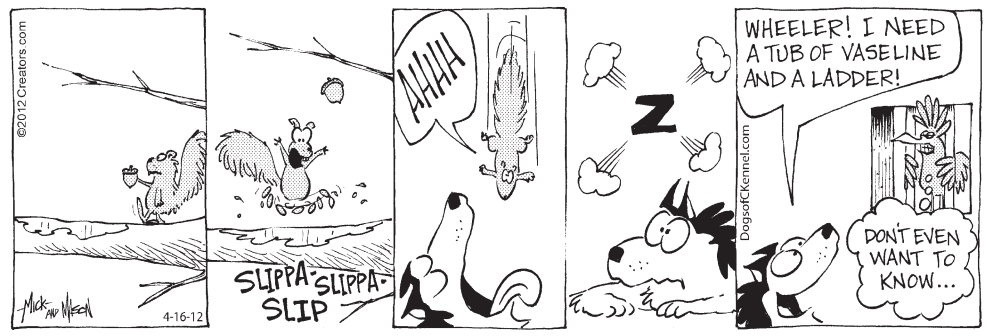
Speed Bump
By Dave Coverly



Strange Brew
By John Deering



Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



The Meaning of Lila
By John Forgetta & L.A. Rose



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 ★

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

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

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

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CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Woolly ones
6 Fog enshrouded
11 Glorify
12 Boise's state
13 Costume
14 Sub system
15 Captures
17 Spotted cube
18 Journey by car
22 Wheel connector
23 Portions out
27 Knightley of "Atonement"
29 Composer Blake
30 Comes in
32 Less than any
33 Worried words
35 Signing need
38 Shave cream additive
39 Wise saying
41 City-based
45 Singer Ronstadt
46 Take care of
47 Exorbitant
48 Moved sideways

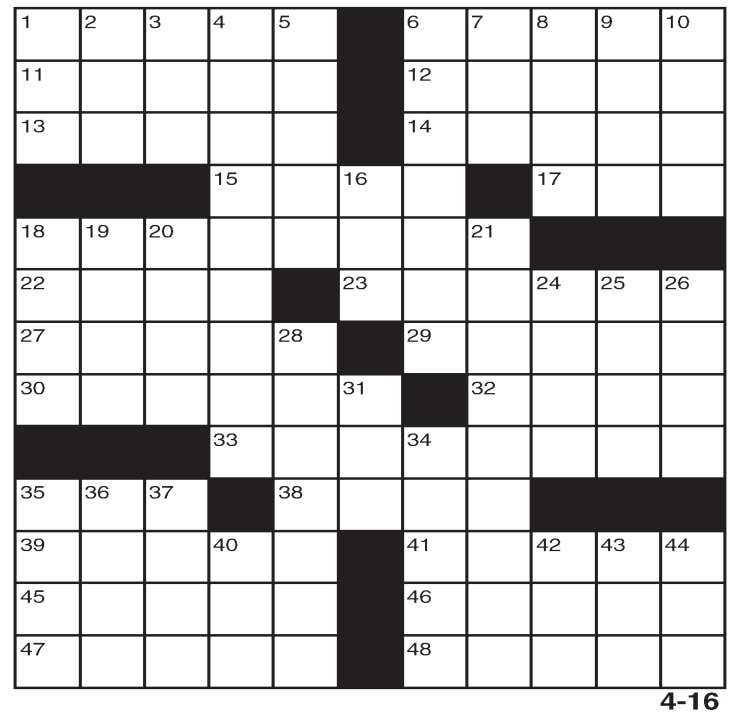
DOWN

1 Table part
2 Chopping tool
3 Small rug
4 Slipped up
5 March honoree, for short
6 Warship weapon
7 Wedding words
8 Dune makeup
9 Bangkok language
10 Olden days
16 Lingerie item
18 Yard tool
19 Yoked animals
20 Stepped down
21 Sacked
24 Bassoon's cousin
25 Fey of "30 Rock"
26 Crystal gazer
28 Tourist's aid
31 Mineo of movies
34 Wake
35 Chums
36 Highway ramp
37 Inverted six
40 Keats poem
42 Entreat
43 Had lunch
44 Indicate assent

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

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



4-16

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• Insert the given numbers in the empty squares so when they are calculated in threes from left to right and top to bottom they satisfy the demands in the shaded boxes both horizontally and vertically.

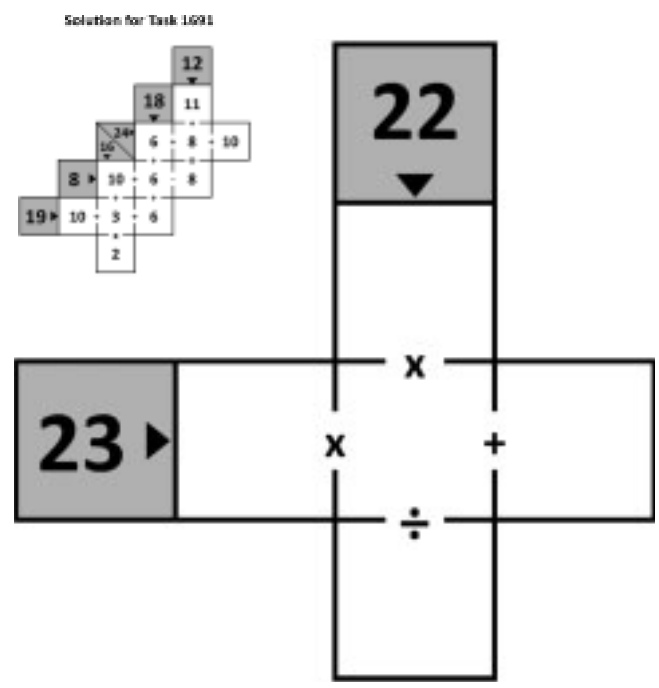
• Each empty square dictates the math operation that must be performed to meet the demands.

• Remember to multiply or divide before you add or subtract.

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Fill in the empty fields with the given numbers so when calculated together they satisfy all Equas in the gray boxes:

3, 3, 5, 6, 11



NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ After every snowfall in recent years, Doug Rochow of Ottawa, Ontario, has routinely taken his shovel and cleared two paths in a park near his home (since the park is apparently a low priority for municipal snow-clearing), but in March, the city ordered him to stop. Rochow said his aim was to keep people from hurting themselves on uncleared paths (thus perhaps saving the city money on lawsuits). The city's reverse-logic position, according to a Toronto Star report, was that if Rochow cleared the paths, more people would be encouraged to use them, increasing the city's exposure to lawsuits.

■ (1) Didn't See It Coming: Canadian Jasmin Klair pleaded guilty in federal court in Seattle in March to smuggling nearly 11kg of cocaine into the U.S. She had been arrested upon arrival at a bed and breakfast called the Smuggler's Inn, located about 100 feet from the border in Blaine, Wash. (2) Greedy: According to police in Lake Ariel, Pa., alleged burglar Christopher Wallace had loaded his van with goodies from a home's first floor, but instead of calling it a night, he re-entered to check out the second floor. Wallace was later rushed to the hospital after accidentally falling out a second-floor window, resulting in a broken back, hip and arm.

TODAY IN HISTORY

1962 – Walter Cronkite takes over as the lead news anchor of the CBS Evening News, during which he would become "the most trusted man in America".

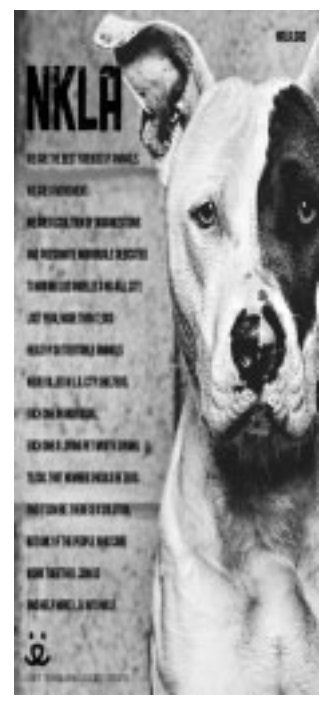
1963 – Dr. Martin Luther King, Jr. pens his Letter from Birmingham Jail while incarcerated in Birmingham, Alabama for protesting against segregation.

1972 – Apollo program: The launch of Apollo 16 from Cape Canaveral, Florida.

WORD UP!

palladium \ puh-LEY-dee-uhm \ , noun;

1. Anything believed to provide protection or safety; safeguard.
2. A statue of Athena



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Employment

Assisted Living community is looking for PT caregivers and PT medication technicians to assist elderly residents. 2 yrs of experience preferred. Must have good attitude and a love for seniors. Schedule will include weekends. Pre employment drug screen and background check required. If interested, please come to 2107 Ocean Ave. SM, CA 90405 and fill out an application. EOE

COMMISSION SALES rep needed part time with internet marketing experience. Submit resume to bsberkowitz@aol.com

Retirement community is looking for PT dishwasher and PT cook to help out dining operation. Must have good attitude and love for seniors. Previous experience preferred. Schedule will include weekends. Pre-employment drug screen and background check required. If interested, please come to 2107 Ocean Ave. SM, 90405 and fill out and application. EOE.

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Notices

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: 03/26/2012
To Whom it may concern:
The Name(s) of the Applicant(s) is/are:
NATIVE FOODS CALIFORNIA LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 2901 OCEAN PARK BLVD, STE 123, SANTA MONICA, CA 90405-2963
Type of License(s) Applied for: 41- ON-SALE BEER AND WINE - EATING PLACE Department of Alcoholic Beverage Control INGLEWOOD.
SANTA MONICA DAILY PRESS

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS022152
Superior Court of California, County of Los Angeles
Petition of LAURA LYNN KNIGHT-PRICE for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: LAURA LYNN KNIGHT-PRICE filed a petition with this court for a decree of changing names as follows: LAURA LYNN KNIGHT-PRICE to LAURA LYNN KNIGHT. 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 May 17, 2012 Time: 8:30am, Dept. A 104
The address of the court is 1725 Main Street, 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: 04/05/2012
JOSEPH BIDERMAN, JUDGE OF THE SUPERIOR COURT

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. PS014340
Superior Court of California, County of Los Angeles
Petition of CLIFTON PHILLIP JETER for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: CLIFTON PHILLIP JETER filed a petition with this court for a decree of changing names as follows: CLIFTON PHILLIP JETER to LAWRENCE ENCARDONE AESIER. 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 May 29, 2012 Time: 8:30am, Dept. F47
The address of the court is North Valley District, Chatsworth Courthouse, 9425 Penfield Ave, Rm 1200, Chatsworth, CA 91311
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: 04/05/2012
C. F. O., JUDGE OF THE SUPERIOR COURT

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033508 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as 1. AL PEREZ DESIGNS 2. AL PEREZ DESIGN 3. APD. The full name of registrant(s) is/are: ALFREDO S. PEREZ 9718 TUJUNGA CANYON BLVD. LOS ANGELES, CA 91042. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/2011. /s/: ALFREDO S. PEREZ. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033507 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as HEALTHWORKSFS. The full name of registrant(s) is/are: FLORENCE SILVERSTEIN 12540 BURBANK BLVD. UNIT 104 VALLEY VILLAGE, CA 91607. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:FLORENCE SILVERSTEIN. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033504 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as MANIKRIT CONSULTING. The full name of registrant(s) is/are: GEETIKA GARG 17 CORDOBA CT. MANHATTAN BEACH, CA 90266, MAN M. GARG 17 CORDOBA CT. MANHATTAN BEACH, CA 90266. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033500 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as LIZZIE MANDLER FINE JEWELRY. The full name of registrant(s) is/are: ELIZABETH MANDLER 425 1/2 N. STANLEY AVE. LOS ANGELES, CA 90036. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. NOTICE: THIS FICTITIOUS BUSINESS

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common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033501 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as DOOR AND GLASS UNIQUE. The full name of registrant(s) is/are: JIM CHAO YUE CHUANG 720 S. HINDRY AVE. INGLEWOOD, CA 90301. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/13/2012. /s/: JIM CHAO YUE CHUANG. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033505 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as LO MOTION LOS ANGELES. The full name of registrant(s) is/are: LORA BANZALI 2614 JALMIA DRIVE LOS ANGELES, CA 90046. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/15/2012. /s/: LORA BANZALI. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

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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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033503 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as DESIGNER ARCHIVES. The full name of registrant(s) is/are: KRH LICENSING COMPANY LLC 250 N. CANON DRIVE LOS ANGELES, CA 90077. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/30/2010. /s/: KANDICE SIMPSON. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033502 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as TURBO MEDICAL MARKETING. The full name of registrant(s) is/are: TURBO SOCIAL MEDIA INC. 8605 SANTA MONICA BLVD. #58582 LOS ANGELES,CA 90069. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MATTHEW ARNDT. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034965 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/01/2012 The following person(s) is (are) doing business as TOP QUALITY AIR. The full name of registrant(s) is/are: MAYAN RASHTI 13340 SATICOY STREET #F NORTH HOLLYWOOD, CA 91605, LIOR DADON 13340 SATICOY STREET #F NORTH HOLLYWOOD, CA 91605. This Business is being conducted by: Copartners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/12/2012. /s/: MAYAN RASHTI. This statement was filed with the County Clerk of LOS ANGELES County on 03/01/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033498 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/23/2012 The following person(s) is (are) doing business as SOMEWHERE LOS ANGELES. The full name of registrant(s) is/are: NELLY FUSIL 111 WEST 7TH STREET APT. 1012 LOS ANGELES, CA 90014. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:NELLY FUSIL. This statement was filed with the County Clerk of LOS ANGELES County on 03/23/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033497 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as CJ RACING. The full name of registrant(s) is/are: HELIFILMS USA INC. 1299 OCEAN AVE. #333 SANTA MONICA, CA 90401. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/08/2012. /s/: DAVID CALVERT-JONES. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033496 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as INHANCE ARABIA. The full name of registrant(s) is/are: INHANCE DIGITAL CORPORATION 8057 BEVERLY BLVD. LOS ANGELES, CA 90048. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/13/2012. /s/: JEFF BAPTIE. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033499 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as FIRST ENTERTAINMENT INSURANCE SERVICES. The full name of registrant(s) is/are: MEDIA BENEFITS CORP 6735 FOREST LAWN DRIVE LOS ANGELES, CA 90068. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2012. /s/: CHARLES BRUEN. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033493 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as POWERFUL HEALINGS. The full name of registrant(s) is/are: JANE LU 12125 179 STREET ARTESIA, CA 90701. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JANE LU. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033492 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as MOTO CHOP SHOP. The full name of registrant(s) is/are: KEVIN STANLEY 14941 HESBY ST. SHERMAN OAKS, CA 91403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KEVIN STANLEY. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034178 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as AMANDINE. The full name of registrant(s) is/are: NCORA USA INC. 12225 WILSHIRE BLVD. LOS ANGELES, CA 90025. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:RYUTA TOYOSHIMA. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033494 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as RED APPLE BUILDERS. The full name of registrant(s) is/are: FERMIN DANIEL RIVERA 26417 GOVERNOR AVE. HARBOR CITY, CA 90710. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/17/2012. /s/: FERMIN DANIEL RIVERA. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033499 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as BILLS HANDYMAN SERVICE. The full name of registrant(s) is/are: WILLIAM E. KENTON 18954 LASSEN NORTHRIDGE, CA 91324. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/24/2012. /s/: WILLIAM E. KENTON. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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

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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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033510 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as THE BRANDIE GROUP. The full name of registrant(s) is/are: LA CHANDA WOODS 20324 DOROTHY STREET SANTA CLARITA, CA 91350. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:LA CHANDA WOODS. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033300 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/28/2012 The following person(s) is (are) doing business as FIVE STAR VALET. The full name of registrant(s) is/are: DARIUS KENNEDY 1530 N. POINSETTIA PL. SUITE 318 LOS ANGELES, CA 90046. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/24/2012. /s/: DARIUS KENNEDY. This statement was filed with the County Clerk of LOS ANGELES County on 02/28/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012032264 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/27/2012 The following person(s) is (are) doing business as NATURALLY YOU NATURAL HAIR CARE, . The full name of registrant(s) is/are: CONNIE MILLER-JONES 8260 VICTORIA AVE. INGLEWOOD, CA 90305. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2012. /s/: CONNIE MILLER-JONES. This statement was filed with the County Clerk of LOS ANGELES County on 02/27/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012047066 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/20/2012 The following person(s) is (are) doing business as DRIFT. The full name of registrant(s) is/are: Lauren Ashley Browne 590 Rialto Ave. Venice CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Lauren Ashley Browne. This statement was filed with the County Clerk of LOS ANGELES County on 03/20/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012037445 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/06/2012 The following person(s) is (are) doing business as PALISADES CHOCOLATE. The full name of registrant(s) is/are: Robyn Ruth Wells 124 Palisades Ave. Santa Monica CA 90402. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Robyn Ruth Wells. This statement was filed with the County Clerk of LOS ANGELES County on 03/06/2012. NO-

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TICE: 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012049090 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/22/2012 The following person(s) is (are) doing business as KERAM PRODUCTIONS. The full name of registrant(s) is/are: Cynthia Biret 11956 Kiowa Ave. Apt #6 Los Angeles, CA 90049. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Cynthia Biret. This statement was filed with the County Clerk of LOS ANGELES County on 03/22/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012043031 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/14/2012 The following person(s) is (are) doing business as URBANFIG. The full name of registrant(s) is/are: Safari Ent., Inc 171 Pier Ave #134 Santa Monica, CA 90405. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/01/2011. /s/: Devin Slatas. This statement was filed with the County Clerk of LOS ANGELES County on 03/14/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034186 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as ST ENTERPRISE. The full name of registrant(s) is/are: Sercam Tanis 3416 Manning Ave. #3706 Los Angeles, CA 90064. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/29/2012. /s/: Sercam Tams. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012046841 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/20/2012 The following person(s) is (are) doing business as SOCIAL TEDIUM. The full name of registrant(s) is/are: Ken Vermillion 1436 Butler Ave. #5 Los Angeles CA 90025. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Ken Vermillion. This statement was filed with the County Clerk of LOS ANGELES County on 03/20/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033506 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as FCF TRAVEL AGENCY. The full name of registrant(s) is/are: JOSHUA THRONEBURG 7205 HOLLYWOOD BLVD. #326 LOS

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ANGELES, CA 90046. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JOSHUA THRONEBURG. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033509 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as COMPELLING PICTURES LLC. The full name of registrant(s) is/are: COMPELLING PICTURES LLC 12100 WILSHIRE BLVD. SUITE 800 LOS ANGELES, CA 90025. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/12/2012. /s/: JEROME HAWKINS. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034747 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/01/2012 The following person(s) is (are) doing business as REAL TIME ANSWERING, ONE PACKAGE TECH SUPPORT. The full name of registrant(s) is/are: FRANK AMO 21741 FIGUEROA ST. CARSON, CA 90745. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/22/2012. /s/: FRANK AMO. This statement was filed with the County Clerk of LOS ANGELES County on 03/01/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034963 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/01/2012 The following person(s) is (are) doing business as BIG VALLEY CONCRETE. The full name of registrant(s) is/are: DEAN PASTRANA 6604 FORBES AVENUE LAKE BALBOA, CA 91406. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DEAN ANTHONY PASTRANA. This statement was filed with the County Clerk of LOS ANGELES County on 03/01/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2012038075
Current File No. 2011016695
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
PAYLESS CIGARETTES, 12464 OXNARD ST., NORTH HOLLYWOOD, CA 91606.
The fictitious business name referred to above was filed on 04/26/2011 in the county of LOS ANGELES.
Registered owners: RAFIK HAGHVERDIAN.
This business is conducted by: AN INDIVIDUAL
/s/ RAFIK HAGHVERDIAN
This statement was filed with the County Clerk of Los Angeles County on 05/07/2012
Published: SANTA MONICA DAILY PRESS 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034964 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/01/2012 The following person(s)

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is (are) doing business as SUN VALLEY TRUCK SHOP. The full name of registrant(s) is/are: VELOCE PROPERTIES LLC. 11270 1/2 ROSCOE BLVD. SUN VALLEY, CA 91352. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/15/2011. /s/: HAROUT BROUTIAN. This statement was filed with the County Clerk of LOS ANGELES County on 03/01/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034744 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/01/2012 The following person(s) is (are) doing business as HEALTHCARE FINANCIAL SERVICES, HEALTHCO FINANCE, LOANS AND FINANCE INTERMEDIARIES. The full name of registrant(s) is/are: MEDICAL DEPOT CORPORATION 2360 TORRANCE BLVD. TORRANCE, CA 90501. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ANONIO T. QUION. This statement was filed with the County Clerk of LOS ANGELES County on 03/01/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034745 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/01/2012 The following person(s) is (are) doing business as BELL TOWER PROPERTIES. The full name of registrant(s) is/are: ROBERT CAMPANELLI 2604 WARWOOD RD. LAKEWOOD, CA 90712. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ROBERT CAMPANELLI. This statement was filed with the County Clerk of LOS ANGELES County on 03/01/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034746 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/01/2012 The following person(s) is (are) doing business as COLTURE. The full name of registrant(s) is/are: THOAI TRINH 2401 S. HACIENDA BLVD. #313 HACIENDA HEIGHTS, CA 91745. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/25/2012. /s/: THOAI TRINH. This statement was filed with the County Clerk of LOS ANGELES County on 03/01/2012. 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 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034184 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/29/2012 The following person(s) is (are) doing business as NICKLOFF ENTERPRISES. The full name of registrant(s) is/are: LOREN A. NICKLOFF 17551 OSBOURNE ST. NORTHRIDGE, CA 91324, WILLIAM G. NICKLOFF 17551 OSBOURNE ST. NORTHRIDGE, CA 91324. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:WILLIAM G. NICKLOFF. This statement was filed with the County Clerk of LOS ANGELES County on 02/29/2012. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of it-

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self authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/26/2012, 04/02/2012, 04/09/2012, 04/16/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-042695
The following person(s) is (are) doing business as: C J TRUCKING, 326_ N. GRAFIELD AVE., MONTEBELLO, CA 90640. Full name of registrant(s) is (are) CLAUDIA VELASCO, 326_ N. GARFIELD AVE., MONTEBELLO, CA 90640. This Business is conducted by: AN INDIVIDUAL. Signed: CLAUDIA VELASCO. This statement was filed with the County Clerk of Los Angeles County on 03/14/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 26, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-042421
The following person(s) is (are) doing business as: GGG SOLUTIONS, 1130 PAPEETE ST., WILMINGTON, CA 90744. Full name of registrant(s) is (are) GUSTAVO RAMOS, 1130 PAPEETE ST., WILMINGTON, CA 90744. This Business is conducted by: AN INDIVIDUAL. Signed: GUSTAVO RAMOS. This statement was filed with the County Clerk of Los Angeles County on 03/13/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-040846
The following person(s) is (are) doing business as: LELYS FASHION, 318 W. 9th #804, L.A., CA 90015. Full name of registrant(s) is (are) ROBERTO VICTORIA, 815 S. BONNIE BRAE ST. #202, L.A., CA 90057. This Business is conducted by: AN INDIVIDUAL. Signed: ROBERTO VICTORIA. This statement was filed with the County Clerk of Los Angeles County on 03/12/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-049125
The following person(s) is (are) doing business as: AQUARIUS PRODUCTIONS, 1037 S. BEDFORD ST. STE 2, L.A., CA 90035. Full name of registrant(s) is (are) EDYTHE DAVIS, 1037 S. BEDFORD ST. STE 2, L.A., CA 90035. This Business is conducted by: AN INDIVIDUAL. Signed: EDYTHE DAVIS. This statement was filed with the County Clerk of Los Angeles County on 03/22/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Pro-

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fessions Code) Pub. March 27, April 02, 09, 16, 2012
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-047145
The following person(s) is (are) doing business as: BLACKWOOD & ASSOCIATES; BLACKWOOD PARTNERS; BLACKWOOD; BLACKWOOD ENTERTAINMENT GROUP, 1055 W. 7th ST. STE 650, L.A., CA 90017. Full name of registrant(s) is (are) BLACKWOOD PROPERTIES, INC., 1055 W. 7th ST. STE 650, L.A., CA 90017. This Business is conducted by: A CORPORATION. Signed: VICENTE TAPIA. This statement was filed with the County Clerk of Los Angeles County on 03/20/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-047010
The following person(s) is (are) doing business as: HCT FINE CARPENTRY, 4225 N. VIRGINIA VISTA CT., LONG BEACH, CA 90807. Full name of registrant(s) is (are) HECTOR FLORES, 4225 N. VIRGINIA VISTA CT., LONG BEACH, CA 90807, GERARDO MACIEL SALDANA, 1326 S. WESTERN AVE., L.A., CA 90006. This Business is conducted by: JOINT VENTURE. Signed: HECTOR FLORES. This statement was filed with the County Clerk of Los Angeles County on 03/20/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-049122
The following person(s) is (are) doing business as: IN THE CAN PRODUCTIONS TMC, 4709 DOCKWEILER ST., L.A., CA 90019. Full name of registrant(s) is (are) ALPHONSO SLATER, 4709 DOCKWEILER ST., L.A., CA 90019. This Business is conducted by: AN INDIVIDUAL. Signed: ALPHONSO SLATER. This statement was filed with the County Clerk of Los Angeles County on 03/22/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-049096
The following person(s) is (are) doing business as: INTIMATE DELIGHTS, 904 N. DWIGHT AVE., COMPTON, CA 90220. Full name of registrant(s) is (are) ERIKA SIMPSON, 904 N. DWIGHT AVE., COMPTON, CA 90220. This Business is conducted by: AN INDIVIDUAL. Signed: ERIKA SIMPSON. This statement was filed with the County Clerk of Los Angeles County on 03/22/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
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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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-045764
The following person(s) is (are) doing business as: PUPUSERIA LA LIBERTAD, 1260 LONG BEACH BLVD., LONG BEACH, CA 90813. Full name of registrant(s) is (are) JOSE LUIS GARCIA, 1260 LONG BEACH BLVD., LONG BEACH, CA 90813. This Business is conducted by: AN INDIVIDUAL. Signed: JOSE LUIS GARCIA. This statement was filed with the County Clerk of Los Angeles County on 03/19/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-042737
The following person(s) is (are) doing business as: ACCESSORIES BY BELLA, 1332 S. EAASTMEN AVE., L.A., CA 90023. Full name of registrant(s) is (are) ERIK SANTOS, 2404 SYCAMORE AVE. #C1, L.A., CA 90023. This Business is conducted by: AN INDIVIDUAL. Signed: ERIK SANTOS. This statement was filed with the County Clerk of Los Angeles County on 03/14/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-040905
The following person(s) is (are) doing business as: AMERICAN SENIOR DREAMS; AFFORDABLE FAST FUNDING, 8141 E. 2nd ST. STE 401, DOWNEY, CA 90241. Full name of registrant(s) is (are) INVESTMENT BANKERS NETWORK, INC., 8141 E. 2nd ST. STE 608B, DOWNEY, CA 90241. This Business is conducted by: A CORPORATION. Signed: VICTOR CHAVEZ. This statement was filed with the County Clerk of Los Angeles County on 03/12/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 27, April 02, 09, 16, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012053103 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/28/2012 The following person(s) is (are) doing business as 2535 REDONDO PROPERTY. The full name of registrant(s) is/are: HECTOR AYALA 2901 STRONGS DRIVE VENICE CA 90291. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/01/2012. /s/: HECTOR AYALA. This statement was filed with the County Clerk of LOS ANGELES County on 03/28/2012. 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

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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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012050204 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/23/2012 The following person(s) is (are) doing business as 3DHC LLC, 3 DEGREES HOSPITALITY CONSULTING, SOPHISTICATED DEBAUCHERY. The full name of registrant(s) is/are: 3DHC LLC 560 N. KINGS PD #2 WEST HOLLYWOOD CA 90048. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/15/2012. /s/: PETER THOMAS SANCHEZ JR.. This statement was filed with the County Clerk of LOS ANGELES County on 03/23/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012051656 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/27/2012 The following person(s) is (are) doing business as FUSE ENGINE. The full name of registrant(s) is/are: JULLIAN SARMIENTO 3611 KALSMAN DR., UNIT 2 LOS ANGELES CA 90016. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JULLIAN SARMIENTO. This statement was filed with the County Clerk of LOS ANGELES County on 03/27/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012040483 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/09/2012 The following person(s) is (are) doing business as THE PLANT WHISPERER. The full name of registrant(s) is/are: PAMELA B. PERKINS 13707 ROSSBORN AVE. HAWTHORNE, CA 90250. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: PAMELA B. PERKINS. This statement was filed with the County Clerk of LOS ANGELES County on 03/09/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041684 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/13/2012 The following person(s) is (are) doing business as BEL AIR CAMERA & VIDEO, BEL AIR CAMERA SUPERSTORE, BEL AIR CAMERA. The full name of registrant(s) is/are: BEL AIR CAMERA, INC. 10925 KINROSS AVE. LOS ANGELES CA 90024. This Business is being conducted by: . The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/01/2012. /s/: SUZANNE PONDER. This statement was filed with the County Clerk of LOS ANGELES County on 03/13/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012039058 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/08/2012 The following person(s) is (are) doing business as NATURALLY DISTURBED. The full name of registrant(s) is/are: TIA KROL SHEA 26058 BALDWIN PL. STEVENSON RANCH, CA 91381. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/05/2012. /s/: TIA KROL SHEA. This statement was filed with the County Clerk of LOS ANGELES County on 03/08/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012039056 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 03/08/2012 The following person(s) is (are) doing business as CHLOES COURTYARD SECRET. The full name of registrant(s) is/are: VALERIE S. DENNISON 2016 ARGYLE AVE. LA, CA 90068. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/20/2007. /s/: VALERIE S. DENNISON. This statement was filed with the County Clerk of LOS ANGELES County on 03/08/2012. 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 04/02/2012, 04/09/2002, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038074 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as PAYLESS CIGARETTES. The full name of registrant(s) is/are: PARGEV JR. GAZDHYAN 12464 OXNARD ST. NORTH HOLLYWOOD, CA 91606. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/26/2011. /s/: PARGEV JR. GAZDHYAN. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038585 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as KINGSTON REALTY. The full name of registrant(s) is/are: WALNUT LAKE ENTERPRISE CORPORATION 913 E. WALNUT ST. PASADENA, CA 91106. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CHESLEY CHAO. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038076 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as Q4 MARKETING AND MEDIA GROUP. The full name of registrant(s) is/are: JONAH MYTRO 1507 7TH ST. #561 SANTA MONICA, CA 90401. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/2009. /s/: JONAH MYTRO. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038092 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as AKADA CENTRAL. The full name of registrant(s) is/are: CHUKWUMA J. NZE 3852 W. 113TH STREET APT. 3 INGLEWOOD, CA 90303. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CHUKWUMA J. NZE. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012034299 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/01/2012 The following person(s) is (are) doing business as CJ PERMIT EXPEDITING, CJ EXPEDITING. The full name of registrant(s) is/are: CURTIS FORTIER 1239 20TH STREET #206 SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2012. /s/: CURTIS FORTIER. This statement was filed with the County Clerk of LOS ANGELES County on 03/01/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038092 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as AKADA CENTRAL. The full name of registrant(s) is/are: CHUKWUMA J. NZE 3852 W. 113TH STREET APT. 3 INGLEWOOD, CA 90303. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CHUKWUMA J. NZE. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038586 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as ELECTRIC BICYCLE EXPO, E-BIKE EXPO, LA E-BIKE EXPO, E-BIKETOPIA, E BIKETOPIA, LOS ANGELES ELECTRIC BICYCLES, LA E-BIKES, MALIBU E-BIKES, MALIBU ELECTRIC BICYCLES. The full name of registrant(s) is/are: WILLIAM SCHRADE 8945 WONDERLAND PARK AVE. LOS ANGELES, CA 90046. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:WILLIAM SCHRADE. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2002, 04/09/2002, 04/16/2002, 04/23/2002.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038089 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as BEACON FINANCIAL SERVICES. The full name of registrant(s) is/are: JOHN G. KOLFSCHOTEN 19954 BLYTHE ST. WIN-

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NETKA, CA 91306. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: JOHN G. KOLFSCHOTEN. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038088 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as SOCAL STRUCTURED WIRING. The full name of registrant(s) is/are: KEVIN ROOT 1115 VAN BUREN AVE. VENICE, CA 90921. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KEVIN ROOT. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038087 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as FIRST CLASS REPORTERS, LA TRIAL REPORTERS. The full name of registrant(s) is/are: DEBORAH L. STOUGH 5848-1/2 COLFAX AVENUE NORTH HOLLYWOOD, CA 91601-1004. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DEBORAH L. STOUGH. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038086 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as ORIGINAL POST. The full name of registrant(s) is/are: JOE BLOW FILMS INC. 5930 W. JEFFERSON BL. LO ANGELES, CA 90016. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JENNIFER BRISICK. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FILE NO. 2012-059745
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME The following person(s) has/have abandoned the use of the fictitious business name: OLVERAS HOUSEKEEPING, 240 S. 10th ST., MONTEBELLO, CA 90640. The fictitious business name referred to above was filed on 01/23/08, in the county of Los Angeles. The original file number of 2012059746. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 04/05/2012. 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: DEOLVERA ESTELA S./OWNER.
Pub. April 09, 16, 23, 30, 2012
Publish: Santa Monica Daily Press

Classifieds

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038085 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as E MARKETING ASSOCIATES. The full name of registrant(s) is/are: MITCHELL WALTER WOOLLEY 779 SUMMERWOOD AVE. WALNUT, CA 91789. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/03/2000. /s/: MITCHELL WALTER WOOLLEY. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 018715 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as SSSHHH SHIRTS. The full name of registrant(s) is/are: JONATHAN LONG 11317 OTSEGO ST. APT. 10 NORTH HOLLYWOOD, CA 91601. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/29/2012. /s/: JONATHAN LONG. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2002, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038090 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as WSI STRATEGIC MARKETING. The full name of registrant(s) is/are: STRATEGIC DIGITAL MARKETING INC. 340 S. LEMON #611 WALNUT, CA 91789. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BRYCE MILLER. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038084 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as BOOMER ENTERTAINMENT. The full name of registrant(s) is/are: KERRI L. EVANS 4570 VAN NUYS BLVD. STE 372 SHERMAN OAKS, CA 91403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KERRI L. EVANS. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038083 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as AMBASSADOR LB VETERINARY HOSPITAL. The full name of registrant(s) is/are: SAMEH SHENOUDA, DVM, INC. 2251 E. CARSON ST. LONG BEACH, CA 90807. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:SAMEH SHENOUDA, DVM, INC.. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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

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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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038082 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as STOIC ENTERTAINMENT. The full name of registrant(s) is/are: JILLIAN ARMENANTE 574 NORTH IRVING BLVD. LOS ANGELES, CA 90004. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JILLIAN ARMENANTE. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20120038081 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as CHANNEL WEST. The full name of registrant(s) is/are: JOHN GUTIERREZ 31336 BIRDELLA RD MALIBU, CA 90265, LISA KAY NILES-GUTIERREZ 31336 BIRDELLA RD MALIBU, CA 90265. This Business is being conducted by: Husband and Wife. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/05/2012. /s/: JOHN GUTIERREZ. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2002, 04/16/2002, 04/23/2002.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038080 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as KC PHOTO STUDIO. The full name of registrant(s) is/are: HANS KOWOLL 11100 ACAMA ST. UNIT #4 STUDIO CITY, CA 91602. This Business is being conducted by: . The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:HANS KOWOLL. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038079 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as CUAL OUTSOURCING SOLUTIONS. The full name of registrant(s) is/are: CHRISTIAN CUAL 8380 RUSH ST. ROSEMEAD, CA 91770. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/27/2012. /s/: CHRISTIAN CUAL. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038078 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/07/2012 The following person(s) is (are) doing business as RHYTHM N BREWS, RYTHM N BREWS LA 3, R N B LA. The full name of registrant(s) is/are: LAB PARTNERS, LLC 8845 LOOKOUT MOUNTAIN AVE. LOS ANGELES, CA 90046. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the

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fictitious business name or names listed above. /s/:JOSEPH K KURAS. This statement was filed with the County Clerk of LOS ANGELES County on 03/07/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012045832 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/19/2012 The following person(s) is (are) doing business as DEMAND DOMAINS. The full name of registrant(s) is/are: HOT MEDIA, INC 1299 OCEAN AVE. STE 500 SANTA MONICA CA 90401. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MATHEW POLESETSKY. This statement was filed with the County Clerk of LOS ANGELES County on 03/19/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012048809 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/22/2012 The following person(s) is (are) doing business as HERCULESS INTERNATIONAL INTERNE EMPIRE. The full name of registrant(s) is/are: LASZLO SZABO 1014 S. NORTON AVE. APT. 2 LOS ANGELES CA 90019. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:LASZLO SZABO. This statement was filed with the County Clerk of LOS ANGELES County on 03/22/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012035602 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 03/02/2012 The following person(s) is (are) doing business as SILK ROADS DESIGN GALLERY, LOTUS ASCENDING. The full name of registrant(s) is/are: MARKELL IMPORTS INC 4066 W 7TH ST LOS ANGELES CA 90005. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JONATHAN M. MARKELL. This statement was filed with the County Clerk of LOS ANGELES County on 03/02/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2012041129
Current File No. 2011003431
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
VICEP INTERIOR, 236 S. BONNIE BRAE ST. APT. 104, LA, CA 90057.
The fictitious business name referred to above was filed on 04/08/2011 in the county of LOS ANGELES.
Registered owners: VICTORIA DELOS SANTOS.
This business is conducted by: INDIVIDUAL
/s/ VICTORIA DELOS SANTOS
This statement was filed with the County Clerk of Los Angeles County on 3/12/2012
Published: SANTA MONICA DAILY PRESS 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012035656 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/02/2012 The following person(s) is (are) doing business as GOURMET-BASKET.COM. The full name of registrant(s) is/are: GOURMET BASKET, INC. 4066 W 7TH ST LOS ANGELES CA 90005. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JONATHAN M. MARKELL. This statement was filed with the County Clerk of LOS ANGELES County on 03/02/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012048810 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/22/2012 The following person(s) is (are) doing business as INTERNET RESOURCES. The full name of registrant(s) is/are: PETER COOPERSMITH 6517 TREFOIL AVE. OAK PARK CA 91377. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1995. /s/: PETER COOPERSMITH. This statement was filed with the County Clerk of LOS ANGELES County on 03/22/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012033366 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/28/2012 The following person(s) is (are) doing business as LIVELYSTONE MUSIC AND SOUND, LIVINGWATERS MUSIC AND SOUND, 12 FRAMES PRODUCTIONS AND MEDIA, A DAY OF PLAY, AQUARIUM CARDS,GIFTS AND STATIONIERS, BI-RITE FLOWERS, CLEARSPRINGS WATER, LIVE WITH HOPE, LOVESHIRTS, ROSE APPAREL, THE PAPERBAG PUPPET COMPANY, WELLSPRINGS OIL,GAS, PETROLEUM, STEAM AND WATER, WELLSPRINGS PUBLISHING COMPANY. The full name of registrant(s) is/are: ANN CAGE 3751 W. 6TH STREET #75850 LOS ANGELES CA 90075. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ANN CAGE. This statement was filed with the County Clerk of LOS ANGELES County on 02/28/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044463 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as UNEMPLOYMENT RESOURCE GUIDE, URG, UNEMPLOYMENT RESOURCES, UNEMPLOYMENT GUIDE, CAREER ENHANCEMENT, CUSTOM CARD FINDER, MILITARY BENEFITS NOW, SOCIAL DEAL GRABBER, LOCATE LOCAL JOBS, LOCAL JOB INDEX. The full name of registrant(s) is/are: REVENUE MEDIA EMPIRE 19720 VENTURA BLVD. SUITE A WOODLAND HILLS, CA 91364. This Business is being conducted by: . The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/2010. /s/: KAPIL JUNEJA. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

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ICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012045832 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/19/2012 The following person(s) is (are) doing business as DEMAND DOMAINS. The full name of registrant(s) is/are: HOT MEDIA, INC 1299 OCEAN AVE. STE 500 SANTA MONICA CA 90401. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MATHEW POLESETSKY. This statement was filed with the County Clerk of LOS ANGELES County on 03/19/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012043190 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/14/2012 The following person(s) is (are) doing business as VIRTUAL LUX. The full name of registrant(s) is/are: SHABNAM BAHADORI 2920 11TH STREET #4 SANTA MONIC, CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2006. /s/: SHABNAM BAHADORI. This statement was filed with the County Clerk of LOS ANGELES County on 03/14/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012047206 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/20/2012 The following person(s) is (are) doing business as WALLACE REAL ESTATE INVESTMENTS. The full name of registrant(s) is/are: ANGELA WALLACE 701 N. HOLLYWOOD WAY #204 BURBANK CA 91505 . This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ANGELA WALLACE. This statement was filed with the County Clerk of LOS ANGELES County on 03/20/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012038910 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 03/08/2012 The following person(s) is (are) doing business as GROWING FORWARD. The full name of registrant(s) is/are: SCOTT ASAI 2621 CENTINELA AVE. #7 SANTA MONICA CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/07/2007. /s/: SCOTT ASAI. This statement was filed with the County Clerk of LOS ANGELES County on 03/08/2012. 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 04/02/2012, 04/09/2012, 04/16/2012, 04/23/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-055676 The following person(s) is (are) doing business as: SAN MARINO MUSIC CENTER, 916 HUNTINGTON DR., SAN MARINO, CA 91108. Full name of registrant(s) is (are) SISILIA O. AXUME, JUAN A. AXUME, 1504 S. SIERRA VISTA AVE., ALHAMBRA, CA 91801. This Business is conducted by: HUSBAND and WIFE. Signed: JUAN A. AXUME. This statement was filed with the County Clerk of Los Angeles County on 04/02/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 09, 16, 23, 30, 2012 Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012054093 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/29/2012 The following person(s) is (are) doing business as ERIC J. DOLGIN, D.O. F.C.A.. The full name of registrant(s) is/are: ERIC J. DOLGIN, D.O. 1303 18TH ST. SANTA MONICA CA 90404. This Business is being conducted by: . The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ERIC J. DOLGIN, D.O.. This statement was filed with the County Clerk of LOS ANGELES County on 03/29/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012054094 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 03/29/2012 The following person(s) is (are) doing business as Delmar Events. The full name of registrant(s) is/are: Heather Freedman 1325 N. Sierra Bonita Ave. #205 West Hollywood CA 90046. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Heather Freedman. This statement was filed with the County Clerk of LOS ANGELES County on 03/29/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-050229 The following person(s) is (are) doing business as: INTEGRITY WEALTH MANAGEMENT & INSURANCE SERVICES, 14241 E. FIRESTONE BLVD. STE 400, LA MIRADA, CA 90638. Full name of registrant(s) is (are) MILES BABCOCK, 11441 WEST ST., GARDEN GROVE, CA 92840. This Business is conducted by: AN INDIVIDUAL. Signed: MILES BABCOCK. This statement was filed with the County Clerk of Los Angeles County on 03/23/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/23/2012. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 02, 09, 16, 23, 2012 Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-052142 The following person(s) is (are) doing business as: JENZSKIN, 122 W. OAK AVE., EL SEGUNDO, CA 90245. Full name of registrant(s) is (are) JENNIFER CORLEY, 122 W. OAK AVE., L.A., CA 90245. This Business is conducted by: AN INDIVIDUAL. Signed: JENNIFER CORLEY. This statement was filed with the County Clerk of Los Angeles County on 03/27/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement

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must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 02, 09, 16, 23, 2012
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-053994 The following person(s) is (are) doing business as: JL POTTER DUCT CLEANING, 1373 HILDA AVE., GLENDALE, CA 91205. Full name of registrant(s) is (are) JEFFERSON LEE POTTER, 1373 HILDA AVE., GLENDALE, CA 91205. This Business is conducted by: AN INDIVIDUAL. Signed: JEFFERSON LEE POTTER. This statement was filed with the County Clerk of Los Angeles County on 03/29/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 02, 09, 16, 23, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-052150 The following person(s) is (are) doing business as: LULUS PARTY CENTRAL; LULU'S PARTY CENTRAL, 1002 S. LONG BEACH BLVD., COMPTON, CA 90221. Full name of registrant(s) is (are) JAIME JUAREZ, 1491 DOUGLASS DR., POMONA, CA 91768, LUIS GUTIERREZ, 1002 S. LONG BEACH BLVD., COMPTON, CA 90221. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: JAIME JUAREZ. This statement was filed with the County Clerk of Los Angeles County on 03/27/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/27/2012. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 02, 09, 16, 23, 2012 Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-051367 The following person(s) is (are) doing business as: SEVILLE MANOR GUEST HOME, 6803 SEVILLE AVE., HUNTINGTON PARK, CA 90255. Full name of registrant(s) is (are) SADLER HEALTHCARE, INC., 5232 E. BEVERLY BLVD., L.A., CA 90022. This Business is conducted by: A CORPORATION. Signed: GILBERT R. VARELA. This statement was filed with the County Clerk of Los Angeles County on 03/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/01/2006. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 02, 09, 16, 23, 2012 Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-055044 The following person(s) is (are) doing business as: CALIFORNIA GUM DROPS; GUMM DROPS, 468 N. CAMDEN DR., BEVERLY HILLS, CA 90210. Full name of registrant(s) is (are) VIRGO 21 ENTERTAINMENT, 468 N. CAMDEN DR., BEVERLY HILLS, CA 90210. This Business is conducted by: A CORPORATION. Signed: LAWRENCE C. COUNCIL. This statement was filed with the County Clerk of Los Angeles County on 03/30/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 02, 09, 16, 23, 2012 Publish: Santa Monica Daily Press

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ness and Professions Code) Pub. April 09, 16, 23, 30, 2012 Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-054265 The following person(s) is (are) doing business as: HOUSE OF QUIVER; QUIVER CAKES, 5838 ALLSTON ST. UNIT 1, L.A., CA 90022. Full name of registrant(s) is (are) KIM PORCHE, 5838 ALLSTON ST. UNIT 1, L.A., CA 90022. This Business is conducted by: AN INDIVIDUAL. Signed: KIM PORCHE. This statement was filed with the County Clerk of Los Angeles County on 03/29/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 02, 09, 16, 23, 2012 Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044470 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as HOLMES BODY SHOP WESTLAKE VILLAGE. The full name of registrant(s) is/are: COOKS COLLISION INC 2424 PROFESSIONAL DRIVE ROSEVILLE, CA 95661. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: RICK WOOD. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044469 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as HOLMES BODY SHOP EL SEGUNDO. The full name of registrant(s) is/are: COOKS COLLISION INC 2424 PROFESSIONAL DRIVE ROSEVILLE, CA 95661. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: RICK WOOD. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044468 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as HOLMES BODY SHOP CANOGA PARK. The full name of registrant(s) is/are: COOKS COLLISION INC 2424 PROFESSIONAL DRIVE ROSEVILLE, CA 95661. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: RICK WOOD. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044466 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as HOLMES BODY SHOP ALHAMBRA. The full name of registrant(s) is/are: COOKS COLLISION INC 2424 PROFESSIONAL DRIVE ROSEVILLE, CA 95661. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the

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fictitious business name or names listed on (Date)03/01/2012. /s/: RICK WOOD. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044462 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as BEST DISH NETWORK DEAL, DISH NETWORK AUTHORIZED RETAILER, GREAT CUSTOMER SERVICE, EXCLUSIVE WELCOME CENTER SUPPORT, DISH AUTHORIZED RETAILER. The full name of registrant(s) is/are: ACLB2B CORP 19720 VENTURA BLVD. SUITE C WOODLAND HILLS, CA 91364. This Business is being conducted by: . The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/2005. /s/: KOBI LEVI. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012042799 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/14/2012 The following person(s) is (are) doing business as DOTS DESIGN. The full name of registrant(s) is/are: DOROTHY MARKS 17700 S. AVALON BLVD. #217 CARSON, CA 90746. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/07/2013. /s/: DOROTHY MARKS. This statement was filed with the County Clerk of LOS ANGELES County on 03/14/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012042798 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/14/2012 The following person(s) is (are) doing business as ULTIMATEHAUNT. The full name of registrant(s) is/are: TED DOUGHERTY 514 WINDSOR ROAD, A ARCADIA, CA 91007. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/08/2012. /s/: TED DOUGHERTY. This statement was filed with the County Clerk of LOS ANGELES County on 03/14/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041528 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as FIST 2 PAW PRODUCTIONS. The full name of registrant(s) is/are: ADAM FIORENZA 975 SAN PASQUAL ST. #323 PASADENA, CA 91106. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: ADAM FIORENZA. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041527 This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as UNCOMMONS. The full name of registrant(s) is/are: DIANE KATHLEEN MURRAY 5760 HEATH CREEK WRIGHTWOOD, CA 92397, STEPHANIE ANN TREVIZO 8840 LEMONA AVE. NORTH HILLS, CA 91343. This Business is being conducted by: Copartners. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:STEPHANIE TREVIZO. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041526 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as L S H INSURANCE MARKETING SERVICES. The full name of registrant(s) is/are: JENNIFER HAMABATA HUIE 12641 E. VANDEMERE STREET LAKEWOOD, CA 90715. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/12/2012. /s/: JENNIFER HAMABATA HUIE. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041525 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as JUST PIES BY JW. The full name of registrant(s) is/are: JOSEPHINE WONG 150 VALLEY ST. #2042 PASADENA, CA 91105. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/1/2012. /s/: JOSEPHINE WONG. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041121 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as STUDIO KASS. The full name of registrant(s) is/are: SIMON (SAMMY) SILBERSTEIN 13825 CUMPSTON STREET SHERMAN OAKS, CA 91401, AMY SILBERSTEIN 13825 CUMPSTON STREET SHERMAN OAKS, CA 91401. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:SIMON (SAMMY) SILBERSTEIN. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041125 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as ELABLEU. The full name of registrant(s) is/are: EXCLUSIVE NEW DESIGN INC. 795 E. WASHINGTON BLVD. LOS ANGELES, CA 90021. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/10/2010. /s/: MAHYAR KAMJOO. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE

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COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041124 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as AAA BOOKSELLERS. The full name of registrant(s) is/are: XIAOLI CHOU 8921 CANBY AVENUE NORTHRIDGE, CA 91325. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2012. /s/: XIAOLI CHOU. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041123 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as VIVA LA NOCHE. The full name of registrant(s) is/are: MAURICE C. BARIL 12112 OXFORD AVENUE HAWTHORNE, CA 90250. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/02/2012. /s/: MAURICE C. BARIL. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041122 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as BEFORE THE INTERVIEW. The full name of registrant(s) is/are: BERNARD REIFKIND 1180 SOUTH BEVERLY DRIVE SUITE #409 LOS ANGELES, CA 90035, SANDRA REIFKIND 1180 SOUTH BEVERLY DRIVE SUITE #409 LOS ANGELES, CA 90035. This Business is being conducted by: Husband and Wife. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/07/2012. /s/: BERNARD REIFKIND. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041128 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as LAHEALTHNUT. The full name of registrant(s) is/are: NICOLETTE HARNISH 149 SOUTH BARRINGTON AVE. #805 LOS ANGELES, CA 90049. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044465 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as THE QUEEN LOLA USA BEAUTY PAGEANT, KING LOLO USA SENIORS GOT IT, MS. GRANDMOTHER USA BEAUTY PAGEANT.

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The full name of registrant(s) is/are: MILDRED DEANG 3460 WILSHIRE BLVD. STE 1005 LOS ANGELES, CA 90010, ROMERO JOVEN, JR. 3460 WILSHIRE BLVD. STE 1005 LOS ANGELES, CA 90010. This Business is being conducted by: Copartners. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MILDRED DEANG. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044464 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as PRIME CAPITAL FINANCIAL. The full name of registrant(s) is/are: MARIETTA CRUZ 3085 EARLMAR DRIVE LOS ANGELES, CA 90064. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/12/2012. /s/: MARIETTA CRUZ. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012044467 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/15/2012 The following person(s) is (are) doing business as HOLMES BODY SHOP DUARTE. The full name of registrant(s) is/are: COOKS COLLISION INC 2424 PROFESSIONAL DRIVE ROSEVILLE, CA 95661. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: RICK WOOD. This statement was filed with the County Clerk of LOS ANGELES County on 03/15/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20012041126 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as TIME AND GEMS. The full name of registrant(s) is/are: WATCH EMPIRE LLC 607 S. HILL #508 LOS ANGELES, CA 90014. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/15/2007. /s/: MICAHEL DAVIDI. This statement was filed with the County Clerk of LOS ANGELES County on 04/12/2012. 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 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012041127 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2012 The following person(s) is (are) doing business as CW EASTMAN CONSTRUCTION. The full name of registrant(s) is/are: CRAIG W EASTMAN 8238 AVENUE C6 LANCASTER, CA 93536, WILLIAM J JARMAN 3210 WEST AVENUE L2 LANCASTER, CA 93536. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/93. /s/: . This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2012. 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

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14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 04/09/2012, 04/16/2012, 04/23/2012, 04/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012058982 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/05/2012 The following person(s) is (are) doing business as JR. MINT DIVISION. The full name of registrant(s) is/are: BART SARIC 994 OLD TOPANGA CYN. RD. TOPANGA CA 90290. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/23/2007. /s/: BART SARIC. This statement was filed with the County Clerk of LOS ANGELES County on 04/05/2012. 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 04/16/2012, 04/23/2012, 04/30/2012, 05/07/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012058998 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/05/2012 The following person(s) is (are) doing business as G & L CONSTRUCTION. The full name of registrant(s) is/are: EUGENE CORDOS 28247 VIA ACERO RD MALIBU CA 90265. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:EUGENE CORDOS. This statement was filed with the County Clerk of LOS ANGELES County on 04/05/2012. 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 04/16/2012, 04/23/2012, 04/30/2012, 05/07/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012058997 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/05/2012 The following person(s) is (are) doing business as SANTA MONICA FORD LINCOLN. The full name of registrant(s) is/are: FORD OF SANTA MONICA, INC. 1230 SANTA MONICA BL. SANTA MONICA CA 90404. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: RONALD DAVIS. This statement was filed with the County Clerk of LOS ANGELES County on 04/05/2012. 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 04/16/2012, 04/23/2012, 04/30/2012, 05/07/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-065370
The following person(s) is (are) doing business as: STARZSTYLES, 6015 LINCOLN AVE., SOUTH GATE, CA 90280. Full name of registrant(s) is (are) CLAUDIA CARRASCO, 6015 LINCOLN AVE., SOUTH GATE, CA 90280. This Business is conducted by: AN INDIVIDUAL. Signed: CLAUDIA CARRASCO. This statement was filed with the County Clerk of Los Angeles County on 04/12/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (see section 14411 et seq. Business and Professions Code) Pub. April 16, 23, 30, May 07, 2012
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012058983 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/05/2012 The following person(s) is (are) doing business as A LA MODE PHOTO, LAPREGNANCY, BIG BELLY. The full name of registrant(s) is/are: HEATHER HART 6517 TREFOIL AVE. OAK PARK CA 91377. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/30/2012. /s/: HEATHER HART. This statement was filed with the County Clerk of LOS ANGELES County on 04/05/2012. 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 04/16/2012, 04/23/2012, 04/30/2012, 05/07/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012045073 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/16/2012 The following person(s) is (are) doing business as LEADING BY EXAMPLE. The full name of registrant(s) is/are: KELLEY ROGERS 5536 PACKARD STREET LOS ANGELES CA 90019. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KELLEY ROGERS. This statement was filed with the County Clerk of LOS ANGELES County on 03/16/2012. 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 04/16/2012, 04/23/2012, 04/30/2012, 05/07/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-065511
The following person(s) is (are) doing business as: LA WASTE RECYCLING, 1413_ KENNETH RD. UNIT 7, GLENDALE, CA 91201. Full name of registrant(s) is (are) ARMAN SIMONYAN, 1344 FIFTH ST. UNIT 23, GLENDALE, CA 91201. This Business is conducted by: AN INDIVIDUAL. Signed: ARMAN SIMONYAN. This statement was filed with the County Clerk of Los Angeles County on 04/12/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 04/12/12. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 16, 23, 30, May 07, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-062970
The following person(s) is (are) doing business as: AVALON POOLS, 416 N. GLENDALE AVE. #206, GLENDALE, CA 91206. Full name of registrant(s) is (are) HRAIR ZAKARIAN, 416 N. GLENDALE AVE. #206, GLENDALE, CA 91206. This Business is conducted by: AN INDIVIDUAL. Signed: HRAIR ZAKARIAN. This statement was filed with the County Clerk of Los Angeles County on 04/10/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 16, 23, 30, May 07, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012060530 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/06/2012 The following person(s) is (are) doing business as SE RISING. The full name of registrant(s) is/are: SOCIAL ENTERPRISE RISING, LLC 15045 DICKENS ST #205 SHERMAN OAKS CA 91403. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the

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fictitious business name or names listed above. /s/:KAREN LEVENTHAL. This statement was filed with the County Clerk of LOS ANGELES County on 04/06/2012. 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 04/16/2012, 04/23/2012, 04/30/2012, 05/07/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012058163 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/04/2012 The following person(s) is (are) doing business as OPTOMETRIC EYESITE. The full name of registrant(s) is/are: OPTOMETRIC EYESITE INC 1539 4TH STREET STE R1 SANTA MONICA CA 90401 . This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/01/2012. /s/: CHIEN-YU CHIU. This statement was filed with the County Clerk of LOS ANGELES County on 04/04/2012. 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 04/16/2012, 04/23/2012, 04/30/2012, 05/07/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012059928 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/06/2012 The following person(s) is (are) doing business as JPA ASSOCIATES. The full name of registrant(s) is/are: JULIE ADELSON 2810 6TH STREET SANTA MONICA CA 90405-4340. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/03/2012. /s/: JULIE ADELSON. This statement was filed with the County Clerk of LOS ANGELES County on 04/06/2012. 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 04/16/2012, 04/23/2012, 04/30/2012, 05/07/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-065446
The following person(s) is (are) doing business as: ADRIANA LUNA; ADRIANA LUNA SHOES, 2412 MILANO TER., CHINO HILLS, CA 91709. Full name of registrant(s) is (are) ADRIANA PEREZ, 2412 MILANO TER., CHINO HILLS, CA 91709. This Business is conducted by: AN INDIVIDUAL. Signed: ADRIANA PEREZ. This statement was filed with the County Clerk of Los Angeles County on 04/12/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 16, 23, 30, May 07, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-065443
The following person(s) is (are) doing business as: ALLSTAR MOVING SERVICES, 189 W. VICTORIA ST., LONG BEACH, CA 90805. Full name of registrant(s) is (are) ANDY PELMAN, 1882 MOLINO AVE. #B, SIGNAL HILL, CA 90755. This Business is conducted by: AN INDIVIDUAL. Signed: ANDY PELMAN. This statement was filed with the County Clerk of Los Angeles County on 04/12/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of

DBAS

the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 16, 23, 30, May 07, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-060151
The following person(s) is (are) doing business as: LEYVA CLOSETS, 3452 MILTON ST., PASADENA, CA 91107. Full name of registrant(s) is (are) BEATRIZ LEYVA, 3452 MILTON ST., PASADENA, CA 91107. This Business is conducted by: AN INDIVIDUAL. Signed: BEATRIZ LEYVA. This statement was filed with the County Clerk of Los Angeles County on 04/06/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. April 16, 23, 30, May 07, 2012
Publish: Santa Monica Daily Press



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A WATERKEEPER ALLIANCE SPLASH SERIES EVENT TO BENEFIT SANTA MONICA BAYKEEPER

STAND-UP FOR CLEAN WATER

SATURDAY, APRIL 21ST, 2012 / EVENT BEGINS AT 9AM

SANTA MONICA BEACH / Just North of the Santa Monica Pier / Pre-Registration: $35/ Onsite $40

Come out and support Santa Monica Baykeeper by participating in the inaugural Earth Day Festival Stand-Up Paddle Competitive & Fun Race. Activities include: Yoga on a board, Kid's Education & Fun Booth, Water Sampling Demo Station, Clean Water Act Speakers, Stand Up Paddle Lessons, Interactive Booths, Raffle Prizes, Solar Powered DJs: SYCONS. Event proceeds go directly to SM Baykeeper's mission to protect and preserve the Santa Monica Bay.

FOR MORE INFORMATION VISIT SUP4CLEANWATER.ORG / 310-305-9645 EXT. 114



Beyond Alzheimer's

Beyond Alzheimer's is a weekly support group for caregivers and loved ones of someone with Alzheimer's disease or other forms of dementia. The group is co-facilitated by Patti Davis, the daughter of former president Ronald Reagan and Nancy Reagan, and by Cathy Sammons, LCSW, PhD.

No registration is required for this event.

For more information, call Katherine Serrano at (310) 825-8253.

Thursdays 6:30-7:30pm

UCLA Medical Center
Santa Monica

Board Room G210
(Ground Floor North Wing)
1250 16th Street
Santa Monica, CA

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