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Santa Monica Daily Press
MONDAY, MAY 21, 2012
Volume 11 Issue 163

Santa Monica Daily Press

We have you covered

SAMOHI LOSES IN FINAL
SEE PAGE 3

THE BOOM, BOOM ISSUE



COHEN

COMMUNITY PROFILES

HOWIE COHEN

Ads for a new era

BY SAMANTHA MASUNAGA
Special to the Daily Press

WILSHIRE BOULEVARD Eight words catapulted Howie Cohen and his partner Bob Pasqualina into advertising perpetuity.

It was an honest utterance, stemming from a celebration dinner in London in 1971. Cohen and Pasqualina had just completed a successful campaign with Alka-Seltzer, a company in need of fresh advertising due to a decline in sales. Though the two young men were initially chosen as the back-up to the back-up ad team, they were thrilled to even get a shot at the opportunity.

When both elite teams failed to deliver, Cohen and Pasqualina suggested a simple slogan — "Try it, you'll like it!"

It caught on.

That night, Cohen feasted on chicken and lobster, pasta and brandy. At the end of the meal, he inadvertently came up with his next commercial — "I can't believe I ate the whole thing."

The success of this phrase granted Cohen instant credibility in his business and set him and Pasqualina apart as people to watch in their field. The New York Times wrote an article about them, and New York Magazine made them the center of their spread.

"That didn't happen to copywriters and art directors," Cohen, who is now 69 and works in Santa Monica, said, with a laugh.

More so than "Try it, you'll like it!," this new phrase made for instant laughs, and word traveled "the old-fashioned way" —

SEE CP PAGE 9



USING HIS HEAD

Brandon Wise *brandonw@smdp.com*

Lamont 'Tales' Goode from the Luxetrna dance team spins during his dance routine at the annual Santa Monica Festival on Saturday.

Real food made for a new revolution

Advocates educate and inspire for better nutrition, health

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

CITYWIDE Revolution came to Santa Monica, but it wasn't televised.

Representatives and acolytes of celebrity chef Jamie Oliver's "Food Revolution" gathered in Santa Monica Saturday for Oliver's first Food Revolution Day, 24 hours dedicated to breaking people out of bad eating habits and putting them back in their kitchens.

Agents of the revolution like public health nutritionist Kelly Dumke infiltrated the Virginia Avenue Park Farmers' Market and the Santa Monica Festival armed with cooking demonstrations and a big bowl of sugar.

A family of four came up to the table, and Dumke held out a 20-ounce bottle of Coca Cola, the "usual" serving size.

"How many spoons of sugar do you think are in here?" she asked Sophie, James and Georgina Watts while their father Jonathan looked on. Then she slowly dropped 17 rounded teaspoons of sugar from a large container into a smaller glass bowl.

"I didn't think it was that much," Sophie said after the demonstration.

Very few people do, Dumke said, and that's why the example is so effective at driving home the message of the "Food Revolution" — think before you eat.

Oliver sowed the seeds of his revolution in 2010 to combat what health professionals are calling America's obesity epidemic.

According to a recent report by the United States Centers for Disease Control and Prevention, 35.7 percent of American adults and 17 percent of children are overweight or obese, a number expected to expand to 42 percent by 2030.

Obesity-related conditions like heart disease, stroke, diabetes and some kinds of can-

SEE FOOD PAGE 8


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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, May 21, 2012

For the show
The Broad Stage
1310 11th St., Call for times
Making his highly anticipated Broad Stage debut, Brad Mehldau is "universally admired as one of the most adventurous pianists to arrive on the jazz scene in years" (L.A. Times). Internationally celebrated for explorations of formal musical architecture that inspire expressive improvisations, Mehldau also brilliantly reworks popular songs by The Beatles, Cole Porter, Nick Drake, and Radiohead into the jazz idiom. For more information, call (310) 434-3200.

Quick on the draw
Senior Center
1450 Ocean Ave.,
1 p.m. — 2 p.m.
Join Dina Ferrentino Lamb, art teacher and artist, as she continues her beginning drawing workshop. Please sign-up in advance at the Senior Center office. Materials provided, but space is limited. Must be a Senior Center member to participate and membership is open to all ages 50-plus. For more information, call (310) 458-8644.

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.

Tuesday, May 22, 2012

BINGO!
Santa Monica Bay Women's Club
1210 Fourth St.,
7 p.m. — 10 p.m.
Please join the Women's Club for a 1980's themed night in support of Planned Parenthood's Los Angeles health services, education and advocacy efforts while participating in the wildest game of bingo you've every played. The event will include a taco bar, raffle, auctions, prizes, and of course Bingo Boy. For more information, call (213) 284-3300.

May mischief
Ocean Park Library
2601 Main St.,
3:30 p.m. & 4:30 p.m.
Come on down to the Ocean Park Library and celebrate the merry, merry, month of May with Mr. Jesse and all of his wonderful puppet pals. For more information, call (310) 458-8681.

Wednesday, May 23, 2012

Calling all boomers
Santa Monica Civic Auditorium
1855 Main St., 9 a.m. — 1 p.m.
A new range of services and products has grown as baby boomers enter their 50s and 60s. The changing needs of this demographic is fueling emerging industries that produce everything from modern scooters, websites for mature users, job banks for older workers or online dating services for seniors. WISE & Healthy Aging and the city of Santa Monica are collaborating to launch this first-time event, dubbed Boomers & Beyond Action Expo, during "Older Americans Month" to help raise awareness of the services available to older adults in our communities. For more information, call (310) 394-9871.

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



CORRECTION

An incorrect quote appeared in the May 16 article, "Bergamot development stalls for now." Diana Gordon's quote should have read: "This month you have to look at three of the largest projects in the city's history. It's not doable in a conscientious, full and accurate way."

HIGH SCHOOL SPORTS ROUNDUP

Samohi v-ball falls in CIF-SS final

BY DANIEL ARCHULETA
Managing Editor

CYPRESS COLLEGE Santa Monica's boys' volleyball team rallied form a two set deficit to take Cathedral to five games, but couldn't complete the comeback as the Vikings fell in the CIF-Southern Section Division 4 title game on Tuesday.

The defending champions, Samohi, came into the match as the winners of the Ocean League.

Cathedral was the No. 1 seed in the playoffs.

SAMOHI BASEBALL ELIMINATED

Downey held off Samohi, 5-1, to advance to the second round of the CIF-SS Division 3 baseball playoffs on Friday at home.

Samohi was the second place finisher in the Ocean League this season. Downey moves on to face Los Altos on Tuesday in round two.

PACIFICA CHRISTIAN, NEW ROADS MOVE ON

Pacifica Christian's baseball team blanked North County Christian, 7-0, Friday to advance to the second round of the CIF-SS Division 7 playoffs.

The Seawolves will face Cate on Tuesday at home.

Also in Division 7, New Roads, the No. 3 seed in the field, dominated Public Safety Academy, 23-2, on Friday to set up a road matchup with Big Pine, also on Tuesday.

daniela@smdp.com



Morgan Genser *news@smdp.com*

SWAT: **Samohi's Trevor Pye (right) spikes the ball in the face of Cathedral's Ivan Palomera on Sunday at Cypress College. Samohi lost the final of the CIF-SS playoffs in five sets.**

Bills seek to assist ex-felons seeking jobs

DON THOMPSON & HANNAH DREIER
Associated Press

SACRAMENTO, Calif. Jeff Rutland was released from San Quentin State Prison nearly two years ago, ready to leave behind a 25-year criminal career.

But the 48-year-old former crack cocaine addict quickly realized that his past was not ready to leave him. Almost without fail, he would notice a chill descend on job interviews whenever he had to explain to potential employers why he hadn't filled out the section of his application that asked about felony convictions.

"It's very discouraging because a lot of these jobs I know I'm qualified for," said Rutland, who sought in vain to land a manufacturing job. "As soon as I check the box, the demeanor changes."

Prompted by stories like Rutland's, California lawmakers are considering three bills ahead of a June 1 deadline that would make it easier for ex-convicts to get jobs.

One in the Assembly would make it easier for former prisoners to get their criminal records expunged, while another would make California the latest state to remove the felony conviction question box from public-sector job applications. In the Senate, lawmakers will consider a bill that would make possessing drugs for personal use a misdemeanor instead of a felony.

State Sen. Mark Leno said California should follow the lead of 13 other states that classify possession for personal use as a misdemeanor. Leno said the experience in those states, which include Massachusetts, Mississippi, New York, Pennsylvania, South Carolina, Tennessee and Wyoming, shows an increase in drug treatment and a decrease in drug use. The difference is that those states promote rehabilitation over incarceration.

Moreover, addicts avoid felony convictions that make it more difficult to get housing, an education and employment.

"Good luck getting a job that's above minimum wage, if you can get a job at all," said Leno, a Democrat from San Francisco.

He said a felony conviction is more than just a stigma.

"It is a real barrier to success in life," he said.

The maximum sentence would be reduced from three years to one year behind bars for possessing drugs for personal use.

SEE **JOBS** PAGE 10

Leading insurer pays $109M for dog bite claims

SUE MANNING
Associated Press

LOS ANGELES Dog bites man does not get a lot of attention in the news, but it costs insurance companies hundreds of millions in claims every year.

State Farm Insurance, one of the nation's largest home insurers, paid more than $109 million on about 3,800 dog bite claims nationwide last year, spokesman Eddie Martinez said Wednesday. In 2010, there were about 3,500 claims and $90 million in payouts.

The Insurance Information Institute estimated that nearly $479 million in dog bite claims were paid by all insurance companies in 2011, spokeswoman Loretta Worters said. In 2010, it was $413 million.

It's no surprise that California — home to more dogs and people than any other state — led the way in 2011.

Martinez says 527 claims were filed in California and victims received $20.3 million, a jump of 31 percent over 2010.

State Farm is still working to determine reasons for the spike, Martinez said.

About 4.7 million people are bitten by dogs each year and more than half of the victims are children, the Centers for Disease Control and Prevention said. About 800,000 people seek medical attention for the bites. Less than half of those people require treatment and about 16 die, the agency said.

After children ages 5 to 9 years old, the agency said that seniors represent the largest group at risk, followed by letter carriers.

Nationally, about 5,600 U.S. Postal Service letter carriers were attacked by dogs each of the last two years, said Los Angeles spokesman Richard Maher.

In California, a carrier was attacked in March and died of complications four days later after she suffered a stroke likely caused by trauma, Maher said.

Los Angeles carriers recorded the most bites with 83; San Diego was second with 68; followed by Houston at 47; and

SEE **BITES** PAGE 10

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

No peace, no quiet

Editor:

What is a good nights sleep worth? We were awakened the other night at 3 a.m. by huge rumbling trucks that literally shook the ground in front of our house. It was just off Montana Avenue where the city-hired crew was tearing up and repaving part of our street in the middle of the night. After about a half hour of the loudest imaginable noise, I called the SMPD who informed me they had a permit. Call City Hall.

I have worked and lived in Santa Monica off and on for 38 years. I have never heard of something so disrespectful to some of its own citizens. After searching the City Hall website and making half a dozen phone attempts I finally got through to a Mr. Bill Zane in the Public Works Division. He explained that after pressure from the Montana business group, the decision was made to perform this work at night so it would not disrupt business on Montana. No regard whatsoever was made about the several dozens of people who live near the night work and had no chance of sleeping.

If there was ever any doubt about which comes first in Santa Monica, the almighty dollar, or the citizens peace and quite, City Hall has answered the question.

Chuck Braverman
Santa Monica

More revenue

Editor:

Wow, California has a $16 billion budget deficit. So what else is new? Republicans and their anti-tax strategy for the rich is as phony as a $3 bill and is strangling the state's finances. It doesn't work and the budget deficit is the proof.

Every year Republicans say cut more programs and services to the bone, and guess what, the following year another deficit. Spending cuts don't work, either.

California needs more revenue! The Republican's trickle-down economics theory and more tax cuts for the rich is economic suicide if continued.

In the mean time Republicans have Gov. Brown jumping through hoops trying to please everyone. Get some guts, governor; stand up to these ant-tax thugs in the Republican Party

Gov. Reagan had the answer: He raised taxes 11 times during his eight years in office; every time there was a budget shortfall he raised taxes to keep the state functioning smoothly. California needs more revenue!

Ron Lowe
Santa Monica





My Write

Bill Bauer

Send comments to editor@smdp.com

While the cat is away...

LAST WEEK, I LEFT TOWN FOR A long weekend and missed a lot of action — some good, some bad and some wacky.

THE GOOD

Texas developer Hines has postponed an upcoming Planning Commission review of its proposed Bergamot Transit Village Center until year's end or early 2013.

Their project is on the 7.16 acre Paper Mate site bounded by 26th Street, Olympic Boulevard and Stewart Street. It's a massive 766,094 square feet of new creative office space, housing and retail.

While this is bad enough, there are five other large proposals with hundreds of thousands of square feet of new space in the immediate east Mid-City neighborhood also needing development agreements. Residents have taken issue with cumulative effects so much development will have on their small neighborhood.

Enter the Santa Monica Coalition for a Livable City who also asked City Hall to put all proposed projects on hold until detailed studies could determine their effects on traffic and other issues. But, the projects still kept moving through City Hall's pipeline like everyone was in a big rush to get things done and go fishing.

SMCLC hired a traffic engineer and an environmental attorney to review the Hines planning proposal. They concluded that the Hines proposal was "shoddy" and it was impossible to separate its impacts from three other developments totaling over 700,000 square feet (Lionsgate, Roberts Center, Village Trailer Park redevelopment) on nearby Colorado Avenue; the 280,000-square-foot, 545 unit Paseo Nebraska housing/retail project proposed for Nebraska Avenue and other smaller projects slated for the vicinity.

SMCLC issued a media release last week taking credit for forcing Hines back to the drawing board. Of course, City Hall denied that SMCLC had any influence on the delay which they attributed to needing extra time for environmental documents as well as negotiating Hines' development agreement.

City planners "poo-pooing" SMCLC's influence on Hines' decision confirms my belief that public opinion on developments are generally ignored, despite lip service to the contrary.

Despite City Hall's Ivory Tower, politicians, planners and managers have to be painfully aware of an increasing ground swell of discontented residents tired of excuses for not controlling the massive amount of proposed development and its effects on the community. And, that it's an election year.

A big "thumbs up" to SMCLC for keeping government on its toes.

THE CHEAP

Everyone is talking about Santa Monica's new parking meters that detect when a car enters and leaves a parking space. If the space has a time limit, it's impossible to "feed the meter" and exceed that designated time limit. That means risking a citation or exiting the parking space, driving around the block and hoping the same spot will still be empty and you can slip into it again.

If there's time left on the meter when you drive off, it automatically resets to zero. Do you get a refund for not using up all your time? Are you serious? This is Santa "half cent" Monica! It's too bad, because one of life's little pleasures is finding an empty parking spot with a few cents left on the meter.

Blame this on City Hall's bean counters who are so money-hungry, they'll do anything to nickel and dime us to death.

THE GOOFY

For decades, local Christian churches had exclusively erected nativity dioramas along Ocean Avenue in Palisades Park during December. A couple of years ago when other groups and individuals wanted to display their "holiday" messages in the same location and requests for space exceeded the 21 display spots, City Hall had a problem.

Because Palisades Park is public property, City Hall cannot favor or give preference to any particular group or ideology. Last year, applications were taken for the spaces and awarded via random drawing. Last year, a number of non-Christian sponsors were selected — many from outside Santa Monica. Some set up non-religious and atheistic displays.

Offended local churches formed "Save Our Nativity Scenes" (SONS) to pressure City Hall into giving back "their" display spaces. Enter the Liberty Counsel who sent a letter to City Hall on behalf of SONS suggesting only allowing displays that depicted holidays in December, banning signs that take up more than 15 percent of any design and outlawing speech against other religions. Talk about trampling the constitution!

They also recommended preventing any one group from dominating the system. Somehow, I don't think that applies to the aggregation of churches whose single focus is on the nativity.

Liberty Counsel is an Orlando, Fla.-based group, "affiliated with Liberty University Law School in Lynchburg, VA., a legacy of the late conservative icon Jerry Falwell. It provides legal assistance with regard to religious liberty, abortion and the family," says the Southern Poverty Law Center (SPLC).

The SPLC adds, "The organization may be best known for its campaigns to ensure that 'public displays of religion' are maintained during the Christmas holiday and it has adopted broad right-wing views ... and has focused heavily on anti-gay activism." It's also on the SPLC's list of "hate groups" along with the Family Research Council, American Family Association and Traditional Values Coalition.

Tomorrow night, the City Council will vote on a revised ordinance that will ban all unattended structures, displays or installations in city parks unless it's a city structure or has a valid community event permit — such as a GLOW festival art installation.

I predict this will be approved, hands down. But, will it end the controversy? Stay tuned.

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School kids urge Crayola to rethink its recycling

MARIA SUDEKUM
Associated Press

KANSAS CITY, Mo. A group of California grade school students wants Crayola to start a recycling program for spent plastic markers, but the company doesn't appear ready to make such a move.

About 40 students at Sun Valley elementary school in San Rafael, Calif., have been promoting an online petition aimed at nudging Crayola, a subsidiary of Kansas City-based Hallmark, into developing a "take-back" program for used-up markers.

Principal Julie Harris said Wednesday that the student group has been meeting at lunchtime for a couple weeks to discuss the project and monitor the petition's progress. The petition on Change.org had more than 60,000 signatures by Saturday.

The students plan to present the petition to Crayola, Harris said.

"I don't think they thought they were going to get there so quickly," she said. "They were hoping the Crayola company would take notice of it."

Crayola has, but spokeswoman Stacy Gabrielle said in an email that while the crayon maker encourages "children to share their ideas," the company has no plans to offer a recycling program for its markers.

She said Crayola does not have "the facilities or a process" for a recycling program, but that the markers' caps can be recycled at facilities that take that type of plastic. She also said because of the contents of the markers, the company doesn't recommend recycling them.

"Because only the marker plastic is recyclable, not the ink reservoir or the tip, we do not recommend that consumers recycle the markers themselves," she said. "It would require the removal of the nib and reservoir which could create small parts, a choking hazard to small children."

Crayola is, however, "very committed to doing our part to take care of the environment," Gabrielle said. She said Crayola uses solar energy to manufacture about 1 billion of the 3 billion crayons it makes each year and its markers are made with recycled plastic.

Land Wilson, the Sun Valley school parent who helped the students with the petition, said Thursday he's not discouraged by the company's response and hopes the company will reconsider.

"We're moving forward," Wilson said. "We love Crayola. This is all a very positive thing. ... (The kids) want to keep using their products, but they want to be green."

Health care company seeks gas drilling facts for inquiry

BY KEVIN BEGOS
Associated Press

PITTSBURGH Some people are absolutely sure gas drilling threatens public health, while others are absolutely sure it doesn't.

Geisinger Health Systems is looking for more facts on the debate.

"Our concern is getting reliable data so we know what to do for our patients," said David Carey, director of Geisinger's Weis Center for Research in Danville, Pa.

Geisinger serves many patients who live in areas that have seen a recent boom in Marcellus Shale gas drilling. The gas-rich formation thousands of feet underground has generated jobs, billions of dollars and concerns about possible environmental and public health impacts from thousands of new wells.

"There's a real need for reliable information for policymakers," Carey said, yet some of the debate on the issue has been more emotion-driven than science-driven.

"Lack of data has not led to a lack of opinion," Carey noted.

But with state and federal budgets under intense pressure, there hasn't been much money available for serious medical research. Then over the last year, executives at Geisinger realized they had a big head start.

"We have a very long history of caring for patients in this region," Carey said, noting the company serves 2.6 million patients and operates hospitals, clinics, and an insurance program in 44 north central and north eastern counties. That means they have vast troves of health care data, concerning everything from cancer to car accidents to asthma attacks.

"We can map the clinical data in both space and in time," Carey said, meaning they can compare health in areas with gas drilling to similar areas where it isn't happening.

The Q Line

Trimming the fat

City Hall revealed last week that it expects to be operating with a $4.6 million deficit by 2016.

So, this week's Q-Line question asks:
What do you think city officials should consider cutting to close the projected gap and why?

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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Earth Talk
By the editors of E Magazine

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Trouble in the skies

Dear EarthTalk:

Lead was long ago phased out of automobile gasoline, but it is still in aviation fuel and is now the largest source of lead emissions in the U.S. What's being done?

L. Eber,
Rye, NY

YES, AVIATION FUEL EMERGED as the largest source of lead emissions in the U.S. once lead was phased out of automotive gasoline beginning in the 1970s. While jets, which comprise the majority of commercial aircraft, don't use leaded fuel, smaller, piston-engine planes use enough leaded aviation fuel (nicknamed "avgas") to account for half of the lead pollution in American skies, making it a real air quality issue.

Some of the health effects of repeated exposure to lead include damage to the central nervous system, kidneys and red blood cells, and decreased function in the cardiovascular and immune systems. Lower IQ levels and learning disabilities can also result from lead exposure, especially in children, whose young bodies are more sensitive than those of adults. And scientists at the National Toxicology Program have concluded that lead and lead compounds are "reasonably anticipated to be human carcinogens."

The U.S. Environmental Protection Agency (EPA) recognizes lead as a neurotoxin and in 2008 set tough new standards for how much of it is safe in our air. In 2010 the agency identified 16 U.S. regions that fail to meet clean air standards for airborne lead; all either contained or were near airports where leaded avgas is the norm. But the EPA has not yet restricted lead in avgas, even though unleaded avgas is available.

A 2011 Duke University study found that kids living within 500 meters of an airport where leaded avgas is used have higher blood lead levels than other children, with elevated lead levels in blood found in kids as far as one kilometer away. The EPA estimates that 16 million Americans live close to one of 22,000 airports where leaded avgas is routinely used-and three million children go to schools near these airports.

Friends of the Earth (FoE), a leading green group, filed suit against the EPA in late 2011, demanding that it respond to a petition originally submitted in 2006 asking for regulation of lead emissions from general aviation aircraft under the Clean Air Act. That original petition requested that the EPA issue a finding that emissions from aircraft using leaded avgas endanger public health. "EPA has repeatedly concluded that lead is extremely toxic to humans, wildlife and the environment and causes health effects even at low doses," says Marcie Keever, FoE's legal director. "EPA's continuing failure to do what the law requires and address this pollution leaves us no choice but to take this critical public health issue to the courts."

According to FoE, 70 percent of small planes could already be using unleaded avgas with no retrofitting needed. The group says that a meaningful plan by the EPA to ban leaded avgas could spark investment in technologies to replace the engines in the rest of the small plane market that relies on leaded avgas.

Some members of the aviation community are taking matters into their own hands. The Aviation Fuel Club, which aims to make aviation fuel affordable for sport aviators, is working to ensure that unleaded avgas is available at many airports across the country. Green groups are pleased with this development, but want the U.S. government to institute binding restrictions on the use of lead in aviation fuel.

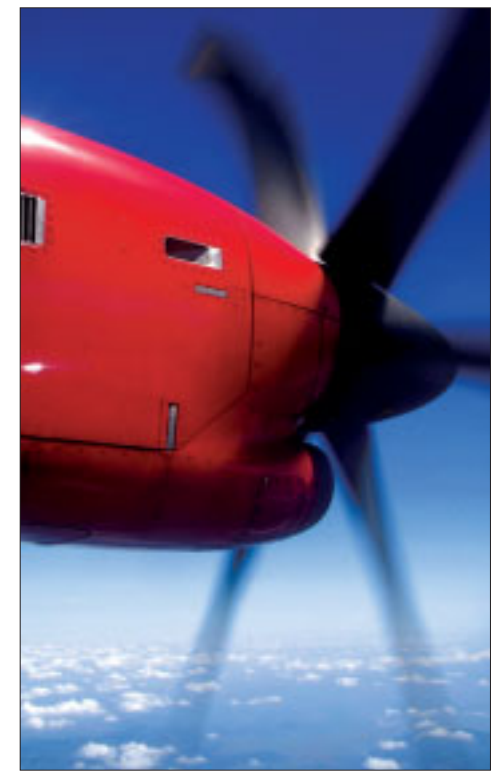


Photo courtesy iStockPhoto

CAUTION: **Lead was phased out of automotive gasoline beginning in the 1970s, but small piston-engine planes today use enough leaded aviation fuel to account for half of the lead pollution in American skies, making it a real air quality issue.**

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For farmers, fracking means salvation – or ruin

MARY ESCH
Associated Press

ALBANY, N.Y. When Dan Fitzsimmons looks across the Susquehanna River and sees the flares of Pennsylvania gas wells, he thinks bitterly of the riches beneath his own land locked up by the heated debate that has kept hydraulic fracturing, or fracking, out of New York.

"I go over the border and see people planting orchards, buying tractors, putting money back in their land," said Fitzsimmons, a Binghamton landowner who heads the 70,000-member Joint Landowners Coalition of New York. "We'd like to do that too, but instead we struggle to pay the taxes and to hang onto our farms."

While New York state has had a moratorium on shale gas development for four years while the Department of Environmental Conservation completes an environmental impact review, thousands of wells have gone into production in Pennsylvania. Both states, along with Ohio and West Virginia, overlie the vast Marcellus Shale deposit, which has been made productive by the advent of horizontal drilling and fracking.

In the middle of the debate over whether the gas unlocked by fracking is worth the risks of drinking water contamination and adverse health effects are the landowners who must decide whether to sell their mineral rights. Many are dairy farmers and many struggle under heavy debt.

While Fitzsimmons and others in his coalition look south and see the land of milk and honey, other farmers point to Pennsylvania as a case history for how the shale gas boom can be disastrous to agriculture.

Pennsylvania dairy farmers Carol French and Carolyn Knapp travel to other shale gas states giving talks on gas drilling. They tell of methane-contaminated wells; contractors destroying valuable timber for access roads; pipelines making cropland inaccessible; years of agricultural production lost and uncompensated; road damage that isolates families for weeks.

"I never in my wildest dreams envisioned the industrialization that comes along with this process," Knapp told an audience in Pittsboro, N.C.

Siobhan Griffin, who raises grass-fed cows in Westville, N.Y. and sells organic cheese, doesn't see gas as the answer. Rather, she fears for her cows if drilling comes to neighboring leased land. She points to Pennsylvania, where 28 cows were quarantined from sale after they drank wastewater, and Louisiana, where 17 cows died after drinking contaminated water.

Pennsylvania environmental regulators cited East Resources with a violation in 2010 in connection with the state Agriculture Department's quarantine. Louisiana's Department of Environmental Quality fined Chesapeake Energy and Schlumberger Technology $22,000 each in connection with the 2010 cow deaths.

"I can't blame dairy farmers for signing," Griffin said, "because of the cheap food policy in this country. Farmers are stuck in the middle. They don't make enough margin to pay their bills."

While conventional dairy farms struggle, sustainable agriculture is growing, thanks to demand from New York City. Ken Jaffe raises grass-fed beef in the western Catskills and sells it to co-ops and high-end restaurants in the city, 160 miles to the southeast. He said gas drilling could destroy the livelihood of thousands of small farmers who cater to that market.

The Park Slope Food Cooperative, which buys upward of $3 million worth of products from upstate farms, has told farmers its members won't buy products from any area that allows fracking, because they fear contamination. Chefs for the Marcellus, a group of restaurateurs, is calling for a ban on fracking.

Members of the Northeast Organic Farming Association of New York passed a resolution in January calling for a ban on fracking.

But the 30,000-member New York Farm Bureau supports natural gas development "as long as it can be done safely," said spokesman Jeff Williams. "We've been working with DEC to get them to craft the strongest regulations in the nation."

Landowner coalitions say they're not relying solely on the state to protect their land, but have built extensive protections into their leases.

"I turned down an offer of $700,000 because the lease was really bad," said Jim Worden, who raises cows, corn, soybeans and oats near Binghamton. "We won't sign a lease that jeopardizes our family's future. It's not so much about money as about protecting yourself and the environment."

Fitzsimmons and other coalition members traveled to Albany recently to proclaim the rights of landowners to profit from their mineral resources and seek a halt to a growing movement of local drilling bans.

Dairy farmer Jennifer Huntington in Otsego County sued the town of Middlefield over one such ban because it prevented a planned conventional gas well on her land. A judge upheld the ban but Huntington plans to appeal.

"We would have used the royalties to update the anaerobic digester that we installed in 1984," Huntington said, referring to technology that produces methane fuel from manure. "We would have purchased a better oil seed press to more efficiently press soybeans for biodiesel. We would have invested in our farm, our land, and our employees."

With gas prices at record lows, Worden doesn't expect drilling to expand rapidly in New York even if the DEC decides to allow fracking. If he can't profit from gas, he said he'll find another way to make ends meet.

"It's a struggle, you know, but you just do what you need to do," Worden said. "You sell some trees, do firewood, or do some work for somebody else. Same as we always have."

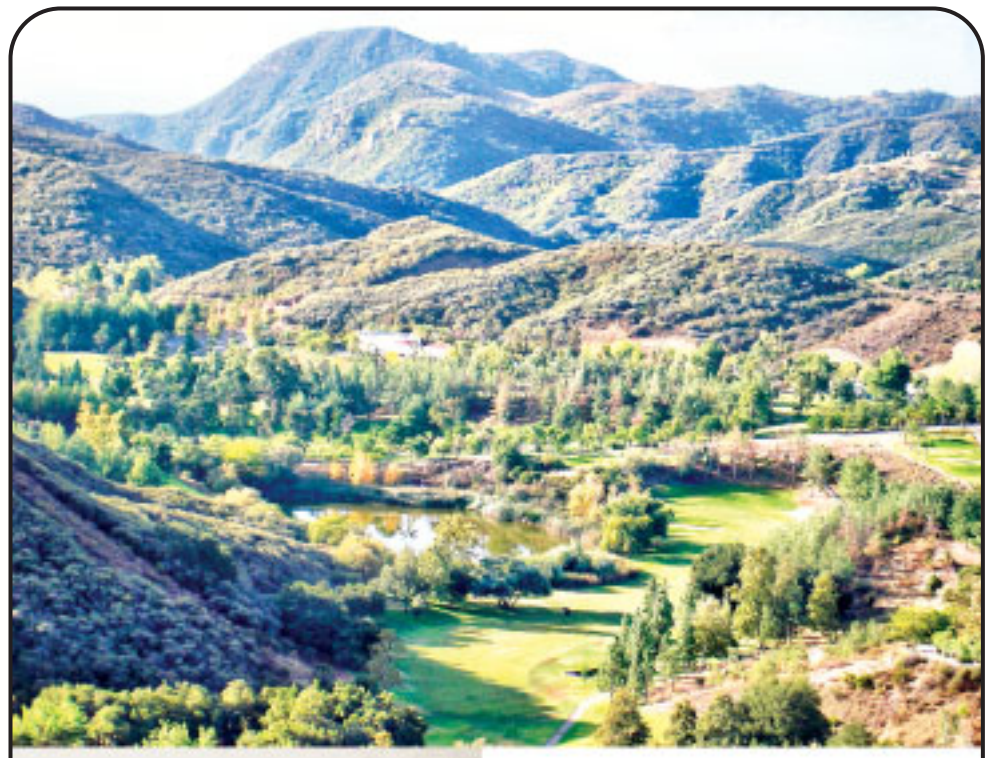
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FOOD
FROM PAGE 1

cer already dig deep into the American pocket book.

In 2008, conditions related to obesity cost $147 billion. Obese people cost third party payers, like insurance companies, $1,429 more than people of healthy weight in that year alone.

Those in the revolution believe that the problem stems from using prepackaged foods as a crutch to get through busy lifestyles and a general ignorance of cooking basics.

"No food is off limits," Dumke said. "It's just a reduced reliance on processed food or fast food, or anything that you don't know what's in it. It's getting back into fresh ingredients and learning how to cook them yourself."

That could be as little as one meal a day, Dumke said, and the meals can be simple, fast and cheap. To drive that point home, food revolutionary and private chef Marina Ivlev whipped up quick wraps of freshly boiled small beets and goat cheese with a light vinaigrette dressing and a simple radish salad as Dumke proselytized to the masses.

If the words "private chef" seem to undermine the "anyone can do it" message, Ivlev's recipes were simple, and her kitchen know-how only recently acquired.

When she lived at home with her parents, her mother tried to encourage Ivlev to cook with her, a task she rejected as stereotypical women's work.

"Oh the girl cooks," she said. "I hated that. I didn't want to be raised as a future housewife or something."

It wasn't until an episode of "Iron Chef" (the original one imported from Japan with comically bad English-language dubbing) caught her eye that Ivlev began to think of cooking as something the cool kids did, and it was Oliver's own cooking show, "The Naked Chef," that sold her on the art.

Oliver just walked around the kitchen with an armful of fresh ingredients, constantly reinforcing to his audience that substitutions to almost any of his choices were not only allowed, they were encouraged. He gave a shell of a recipe, and allowed his viewers to fill in the details.

"Ever since then, he's been my inspiration," Ivlev said. "He ignited a passion. When he came out with this campaign of people not understanding what they're eating, and impacting their long-term health, that really touched a place in my heart."

Ivlev walks the walk both in her profession as a private chef and in her time off. She participates in the Santa Monica Young Women's Cooking Club, a group of women that cooks from-scratch food and meets for a massive potluck.

The group met in Clover Park on Saturday to celebrate the revolution.

"You hear about girls going on diets. This is the opposite," she said.

Francesca Guerrini, a foreign correspondent for the Italian press who lives in Santa Monica, has always cooked for herself because, as she puts it, "I'm Italian."

Still, she sees Oliver's propensity to color outside of the culinary lines as a way to make cooking approachable for Americans who have been living in fear of the kitchen and as slaves to the mandates of recipes.

A top belief of food revolutionaries is that the future lies with the children. Oliver's most public showdown in America was with the Los Angeles Unified School District over sugary flavored milks in the schools.

It led to a complete overhaul of the LAUSD school lunch program, although that has proceeded with little success.

Parents in the Santa Monica-Malibu Unified School District inspired by Oliver's work also took up the charge against flavored milk, and won a partial victory in 2011 by creating an opt-out program so parents can choose to keep their children from drinking chocolate milk at school.

Now those same parents are working on healthier options for school lunches and, in partnership with Italian chef Gino Campagna of Kitchendaily.com's "Kitchen Kids," they created a monthly make-your-own-lunch program at Grant Elementary School.

Grant parents used to pitch in to buy the food, which Campagna then prepared. Now, the local Whole Foods has become a sponsor, allowing him to do all of the shopping for free. It also produced a large banner with the store's logo and a picture of the smiling Campagna to alert kids when the monthly ritual is taking place.

The lunches have become popular events, usually serving the free food to between 80 and 100 kids.

Campagna and Grant parents Chris Goddard and Harriet Fraser set up a table at the entrance to Grant Elementary School at 8:30 a.m. Friday to show their support for the revolution.

One by one, the children assembled wraps out of an array of ingredients prepared by Campagna either the night before or that very morning. Options included roasted peppers, fresh car-

SEE **FOOD** PAGE 9

FOOD
FROM PAGE 8

rots, arugula salad, mozzarella cheese and roasted chicken breast.

The finishing touch: a drizzle of balsamic or yogurt dressing and brightly-colored fruit kebabs on the side.

Campagna monitored each selection, boisterously encouraging kids to be adventurous while curtailing less-than-healthy excesses by plucking excess mozzarella off of wraps.

"I'm an ambassador of good food," Campagna said. "We get them to try something. Nobody tells them to do something, we just offer encouragement."

Slowly but surely, the seeds of the revolution are spreading in Santa Monica's schools, parks and markets.

Where will you be when the revolution comes?

ashley@smdp.com

CP
FROM PAGE 1

around water coolers in the workplace and at the dinner table, Cohen said.

It took on a life of its own, making its way into the game, Trivial Pursuit, and ending with a place in the Clio Hall of Fame, the epitome of advertising's awards.

The memorable "I can't believe I ate the whole thing" advertisement got a new life last month as part of Google Project Re:Brief. In an attempt to improve the digital ad experience, Google asked four memorable and industry-changing ads from the past to re-imagine their relevance and role in the present.

They selected from a variety of media and types — Coca Cola's "I'd like to buy the world a Coke," Volvo's "Drive it like you hate it" and Avis' "We try harder." After bringing the original copywriters and art directors out of retirement and to New York, Google introduced them to new technology and encouraged them to incorporate more user engagement into revisions of the old ads.

"We wanted to push the conversation about digital ads," said Andrea Faville, Google spokeswoman. "Television ads appeal to the emotions. People don't necessarily feel the same way about digital ads."

After reuniting in the fall, Pasqualina and Cohen were given three days to rethink their former hit. In line with their past successes, the duo decided to go with simplicity and came up with "The day Ralph ate the whole thing," a 1970s style sitcom that follows the star of the original ad throughout his day to understand how much he ate. The ad was launched on April 12.

What sets this ad apart from other digital ads is the increased personalization, Cohen said. Users can determine the radio music in Ralph's car, which changes the way he dances in his seat. The scenery outside of the car also changes depending on the location of the user. Even Ralph's meals and the clocks in his house change based on the time of day the ad is viewed.

"They're little fun tricks based on technology, but the magic is that it connects to you," Cohen said. "Alka-Seltzer becomes part of your story and you become part of theirs."

This push for engagement and awareness is part of the new age of advertising, said Larry Steven Londre, marketing and advertising expert at Londre Marketing Consultants.

"Advertising is far more complicated now," he said. "You still need a good idea, but there's far more clutter and far more advertising vehicles. "

Cohen remembers the days when advertisements only aired on three networks, yet reached a huge percentage of Americans.

But transitioning to different times is not something new for this advertising veteran. During his 47 years in the business, he's moved from the print medium, to radio and then television.

He currently runs a blog, MadMensch.com, which chronicles his adventures in advertising.

But while the digital era is changing the approach, Cohen said the fundamental basis of the business will not change.

"Emotions will always trump algorithms," he said. "It's about endearing yourself to the public — humanity and emotions are at the foundation of what we do."

After Alka-Seltzer, Cohen worked with Chrysler and created the first car rebates in 1975. In the 1980s, he blew up the Jack in the Box clown as part of the company's image adjustment.

More recently, he's established that Petco is "where the pets go," as well as the "Canswer" tagline for the City of Hope while working at the Phelps Group in Santa Monica.

But Cohen's not ready to retire, yet.

"I can see winding down, but I can't see retirement," he said, laughing. "I think there will always be a need for my creativity."

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JOBS
FROM PAGE 3

Leno's bill, SB1506, would not apply to possessing drugs for sale.

The shift would result in 2,000 fewer state inmates as California is reducing its prison population to comply with federal court orders, according to the nonpartisan Legislative Analyst's Office. That's partly because misdemeanors cannot be counted as a "strike" for those facing much longer sentences for repeat offenses, Leno said.

Opponents say the switch would send more offenders to increasingly crowded local jails, while removing much of the incentive for addicts to get treatment.

"We're now taking a wholesale step on dangerous drugs and saying it's not as dangerous as it used to be," said Cory Salzillo, director of legislation for the California District Attorneys Association.

The association opposes all three bills, although Salzillo said it is not opposed to helping felons get jobs and reintegrate into society after their release.

Leno's bill is supported by the American Civil Liberties Union, defense attorneys, drug treatment providers and advocates for changing the nation's drug policies.

Meanwhile, Assemblyman Roger Dickinson, D-Sacramento, is promoting a bill that would prohibit cities and counties from requesting criminal background information on initial job applications.

California adopted similar standards for state employees in 2010. It would join five other states with similar restrictions if AB1831 becomes law.

The bill would let those with a criminal history "compete fairly for employment without compromising safety and security," Dickinson said in a statement.

Local governments could still run background checks after they decide the applicant is initially qualified for the job and could request criminal history information immediately on applications for law enforcement jobs or those that require working with children, the elderly or disabled.

Associations representing prosecutors and police chiefs oppose the measure, saying it would waste time and money while delaying the inevitable by forcing local governments to initially consider ex-convicts who are unlikely to be hired.

The Assembly also will consider a bill by Assemblyman Steven Bradford, D-Gardena, that responds to the state's realignment law that took effect Oct. 1. Under realignment, felons convicted of nonserious, nonviolent and non-sexual offenses serve their sentences in county jail instead of state prison.

BITES
FROM PAGE 3

Cleveland at 44.

Medical expenses from dog attacks cost the Postal Service just over $1 million last year, officials said.

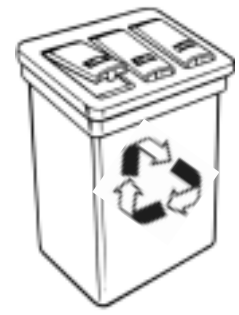
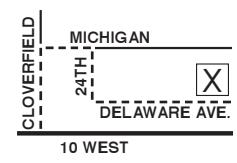
The third full week each May is National Dog Bite Prevention Week and State Farm, the U.S. Postal Service, the American Veterinary Medical Association and CDCP release dog bite statistics and launch campaigns to promote dog safety.



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Expo Light Rail Line Project: Construction

For the week of May 21, 2012, Please note the following street closures and after hours work: The intersection of 17th Street and Colorado Avenue will be closed beginning May 20 through June 2, 9 p.m. – 6 a.m. 17th Street will be closed to through traffic. Northbound traffic will be detoured at Olympic Boulevard; southbound traffic will be detoured at Broadway; westbound traffic will be detoured at 20th Street; and eastbound traffic will be detoured at 14th Street. Work crews will be relocating an existing sanitary sewer line currently located under Colorado Avenue in the city of Santa Monica. Sanitary sewer relocation activities will include excavating approximately 1,200 linear feet along the parking lane on the south side of the Colorado Avenue and some areas of the sidewalk to install new manholes and pipes. Upon completion of the excavation and installation of the new manholes and pipes, the street and sidewalk will be restored. Follow us on Twitter @EXPOinSM. For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Parking Structure No. 6: Closed for construction through 2013.

For the week of May 21, 2012. Fencing and scaffolding work will take place in the alley behind the parking structure (Second Court), with partial alley closures taking place through Nov. 30, 2012. All work will take place Monday through Friday, 8 a.m. – 5 p.m. Second Court will have limited access until May 24 due to trucks off-hauling concrete and debris. There will be no work on weekends. For more information about the Parking Structure 6 project, visit www.SMConstructs.org or call (310) 458-2205.

Alley Resurfacing Project

For the week of May 21, 2012, the alleys in the 800 block of 11th Court will be resurfaced resulting in partial alley closures. 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.

Advanced Traffic Management Systems Project (Phase 3 & 4)

For the week of May 21, 2012. Phase 3 construction will install pull boxes on Pico Boulevard from Lincoln Boulevard to the east city limit. Phase 4 construction will make various traffic signal modifications on Olympic Boulevard between Lincoln and 26th Street. All work will take place between the hours of 8 a.m. - 6 p.m. Impacts to traffic should be minimal but partial and full lane closures may be necessary at times. Questions may be directed to the project hotline at (866) 755-7679. For more info, go to: www.SMConstructs.org.

Ocean Park Boulevard Complete Green Street Project

For the week of May 21, 2012. Construction will take place Monday to Friday, 8 a.m. to 6 p.m., on Ocean Park Boulevard between Neilson Way and Lincoln Boulevard. Traffic control will be in place during construction and will maintain one lane of traffic in each direction. There will be lane closures from Nielson Way to Lincoln Boulevard. Please use alternate routes whenever possible. For more info, go to: www.SMConstructs.org.

Annual Paving & Sidewalk Repair Project

For the week of May 21, 2012. The following locations will be impacted by traffic controls and detours: Pier Avenue between 17th and 18th streets; Seventh Street between San Vicente Boulevard and Adelaide Drive; Marguerita Avenue between Seventh Street and Euclid Street; 14th Street between Washington Avenue and Wilshire Boulevard; Pine Street between 17th and 18th streets; Dewey Street between Fifth Street and Highland Avenue. Partial roadway closures are expected. Temporary traffic control signs and barricades will be deployed to guide vehicular and pedestrian traffic in and around the work areas. For more info, please contact Inspector Chuck Stagner, (714) 925-4628.

Main Street Lighting Conversion Project

Beginning on Saturday, May 19, Dynalectric, a city-hired contractor will start work to convert the existing streetlights on Main Street between Pico Boulevard and Colorado Avenue from a series circuit to a multiple circuit. The work will also include concrete work, conduit installation, new pull boxes in the sidewalk, and some jackhammering in various locations along this corridor. The estimated project duration is two weeks. Impacts to traffic should be minimal but partial or full lane closures may be necessary. For more information call Hany Demitri at (310) 458-2201 ext. 5385

Private Development (SMMUSD)

The Santa Monica-Malibu Unified School District is making improvements to some of its campuses. John Adams Middle School will lose parking spaces along 17th Street for the next two weeks. All work will take place Monday through Friday, 8 a.m. – 5 p.m. More information is available at fip.smmusd.org.

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Served with miso soup and corn tempura $8.95
Chirashi Sushi
Assorted Sashimi over rice
Served with miso soup and corn tempura $12.95
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SURF REPORT



RIPCURL LIVE THE SEARCH
1451 THIRD STREET PROMENADE • SANTA MONICA, CA • 310-656-2875

Surf Conditions **Water Temp:** 64.1°

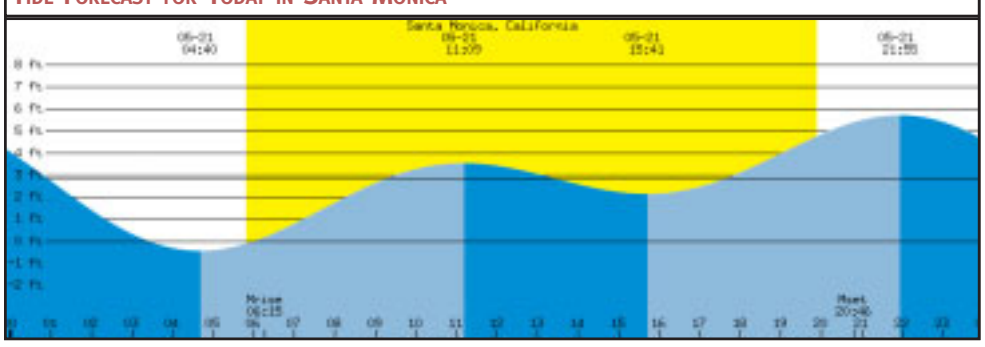
Swell Forecast

Should see waist high sets at south facing breaks, knee high at west facing spots.

Long Range Synopsis

So far, is looking at NW wind swell building to chest high.

Tide Forecast for Today in Santa Monica



HORSE RACING

I'll Have Another set to go for another at Belmont

BY RICHARD ROSENBLATT
AP Sports Writer

BALTIMORE I'll Have Another poked his head out of his stall, started nibbling on his nameplate tacked to a wall and looked up at all the people watching his every move.

Yes, I'll Have Another came out of his thrilling Preakness win over Bodemeister in "super shape," trainer Doug O'Neill said Sunday, and now comes New York for a Triple Crown try in the Belmont Stakes on June 9.

"Bring it on! We're ready to go. Super pumped!" O'Neill said as he held court outside the stall of his Kentucky Derby and Preakness winner. "I can't put into words how incredible it is. We're just on Cloud 9. It's super exciting."

The colorful and controversial trainer was returning to his home base in California, and making plans for the trip to New York in the next week or so. I'll Have Another, meanwhile, was loaded onto a horse van at Pimlico and arrived at Belmont Park on a sunny Sunday afternoon.

O'Neill's assistant, Jack Sisterson, will oversee the chestnut colt until O'Neill and the rest of his team arrive.

The trainer, who has ties to Santa Monica, took time to soak in the moment before leaving Baltimore, though, and to contemplate the pressure-packed days that await leading to the first Triple Crown attempt since 2008. It will be the 12th Triple try since 1978, when Affirmed won thoroughbred racing's most elusive prize.

"It's hasn't completely sunk in yet," he said. "The party out here at the barn after the race was like wow! I've never seen anything like that — everyone so excited about horse racing and I'll Have Another being 2-for-2. I definitely feel the energy and buzz in the air."

He hasn't seen anything yet.

The Triple Crown quest brought some tantalizingly close calls since Affirmed turned back Alydar in the Derby, Preakness and Belmont 34 years ago — the longest drought between Triple Crown champions.

There was Real Quiet in 1998, who looked like a lock to take the Belmont until he was nailed at the wire by Victory Gallop. And there was Smarty Jones, who also seemed golden in the Belmont stretch only to be reeled in by 36-1 shot Birdstone in the final 70 yards.

So can I'll Have Another win it? Steve Cauthen, who was a fresh-faced, 18-year-old jockey who rode Affirmed into history, believes the colt can deliver. Not only does he see similarities with Affirmed, but "The Kid'" can relate to what "new-kid-on-the-block" rider Mario Gutierrez is experiencing.

"I guess I'm having a flashback," Cauthen said Sunday from his breeding farm in Verona, Ky. "He's a new kid on the block like I was. The kid's got a great attitude and a great smile. And, like me, he's been put in a position to ride in these kinds of races and a shot at maybe winning the Triple Crown. And the trainer and owner have confidence in him, and that's important."

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: **May 16, 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 -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 5
- Number of A grades for dry/wet weather -- 38 / 21
- 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, Goodstock Family Foundation, simplehuman, LAcroGUY, 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 in 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 Lechuza and Los Alisos creeks.	ns	ns
Encinal Canyon at El Matador State Beach.	A+	ns
Broad Beach at Trancas Creek mouth.	A+	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildlife Rd. (private).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	ns
Escondido Creek, just east of Escondido State Beach.	F	ns
Latigo Canyon Creek mouth.	A+	A+
Solstice Canyon at Dan Blocker County Beach.	A	ns
Pearce State Beach at creek mouth.	A	A+
Marie Canyon storm drain at Pearce Beach, at 21672 Malibu Rd.	A	ns
Surfrider Beach at Malibu Colony fence.	A+	A+
Surfrider Beach (beach location) - daily.	F	F
Malibu Pier - 50 yards east.	A	A+
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	ns
Big Rock Beach at 19648 PCH stairs.	B	A+
Pena Creek at Los Tunas County Beach.	A+	ns
Tuna Canyon.	A+	ns
Topanga State Beach at creek mouth.	F	F
Castlerock Storm Drain at Castle Rock Beach.	A	ns
Santa Ynez Storm Drain at Castle Rock Beach.	ns	ns
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+	ns
Will Rogers State Beach at Temescal Canyon drain.	A+	A+
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	A	B
Santa Monica Beach at Montana Ave. drain.	A	A+
Santa Monica Beach at Wilshire Blvd. drain.	A	A+
Santa Monica Municipal Pier.	A	B
Santa Monica Beach at Pico/Kenter storm drain.	B	F
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	A+
Ocean Park Beach at Ashland Ave. drain.	A+	C
Venice City Beach, at the Rose Ave. storm drain.	A+	ns
Venice Beach at Brooks Ave. drain.	A+	A+
Venice Beach at Windward Ave. drain.	A+	ns
Venice Fishing Pier - 50 yards south.	A+	A+
Venice Beach- projection of Topsail St.	A+	A+
Marina del Rey, Mothers' Beach - lifeguard tower.	A	A
Dockweiler State Beach at Ballona Creek mouth.	A+	F
Dockweiler State Beach at Culver Blvd. drain.	A+	ns
North Westchester Storm Drain at Dockweiler State Beach.	A+	ns
Dockweiler State Beach at World Way (south of CBAW jetty).	A+	A+
Dockweiler State Beach at Imperial Hwy drain.	A+	ns
Dockweiler Beach - opposite Hyperion Treatment Plant.	A+	A+
Dockweiler State Beach at Grand Ave. drain.	A+	A+

LEGEND
- **DRY** -- each location is graded on an A – F scale based on bacterial pollution levels present in the surf zone
- **WET** -- grades for days of recorded rainfall and the following 3 days
- **ns** -- no sample taken

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

Heal the Bay

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

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

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City of Santa Monica

SANTA MONICA RENT CONTROL BOARD
NOTICE OF PUBLIC HEARING
Thursday, May 31, 2012

A public hearing will be conducted at the Santa Monica Rent Control Board meeting on Thursday, May 31, 2012, at 7:00pm, in the City Hall Council Chamber, 1685 Main Street, Second Floor, Santa Monica, California.
The Board is considering alternate ways to determine future annual rent increases (general adjustments) and is seeking input from the public.
All interested persons are invited to present their views at this hearing.
Copies of a staff report will be available prior to the hearing from the Board's office in Room 202 of Santa Monica City Hall and on the Board's website at: www.smgov.net/rentcontrol.

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

Marvel's The Avengers (PG-13)
2hrs 22min
1:40pm, 5:00pm, 8:30pm

Dictator (R) 1hr 23min
2:05pm, 4:40pm, 7:10pm, 9:30pm

Dark Shadows (PG-13) 1hr 53min
1:30pm, 4:05pm, 7:00pm, 9:45pm

Girl in Progress (PG-13) 1hr 30min
1:55pm, 4:30pm, 7:15pm, 9:40pm

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

Marvel's The Avengers (PG-13)
2hrs 22min
11:15am, 2:45pm, 6:15pm, 9:45pm

Battleship (PG-13) 2hrs 11min
12:30pm, 3:45pm, 7:00pm, 10:10pm

Pirates! Band of Misfits (PG)
1hr 28min
11:30am, 2:05pm, 4:30pm

Dictator (R) 1hr 23min
11:45am, 2:15pm, 4:45pm, 7:15pm, 9:45pm

Think Like a Man (PG-13)
2hrs 02min
7:00pm, 10:00pm

Dark Shadows (PG-13) 1hr 53min
11:20am, 2:00pm, 4:55pm, 7:50pm, 10:30pm

Five-Year Engagement (R)
2hrs 04min
12:50pm, 4:00pm, 7:10pm, 10:15pm

Marvel's The Avengers 3D (PG-13)
2hrs 22min
1:00pm, 4:20pm, 7:45pm

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

Best Exotic Marigold Hotel (PG-13)
1hr 58min
1:00pm, 4:00pm, 7:00pm, 9:55pm

First Position (NR) 1hr 30min
1:40pm, 4:20pm, 7:10pm, 9:35pm

Samaritan (NR) 1hr 30min
1:00pm, 3:10pm, 5:30pm, 7:50pm, 10:10pm

Mansome (PG-13) 1hr 24min
1:20pm, 3:30pm, 5:40pm, 8:00pm, 10:10pm

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

Battleship (PG-13) 2hrs 11min
12:15pm, 3:30pm, 6:50pm, 10:00pm

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

What to Expect When You're Expecting (PG-13) 1hr 40min
11:40am, 12:40pm, 2:30pm, 3:35pm, 5:25pm, 6:30pm, 8:15pm, 9:30pm, 11:00pm

Bernie (PG-13) 1hr 35min
11:30am, 2:10pm, 4:50pm, 7:35pm, 10:20pm

Marvel's The Avengers 3D (PG-13)
2hrs 22min
11:45am, 3:15pm, 6:45pm, 10:00pm

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

Act like it is Friday night, Aquarius

ARIES (March 21-April 19)
★★★ Don't lock onto an event, communication or situation happening as you would like. Worry less about details; otherwise you could become one upset Ram. Be open to different ideas, yet still take the lead on a key project. Take a walk if stress builds. Tonight: Meet up with a friend.

TAURUS (April 20-May 20)
★★ You tend to get possessive at times. Are you doing that again? If a child or loved one is balking when interacting with you, that controlling tendency could be at work. Take a hard look within. Your ability to change your stance could make certain bonds flow more easily. Tonight: Buy a loved one a token of affection.

GEMINI (May 21-June 20)
★★★★★ Your smile tends to disarm others. As a result, they might reveal a startling piece of information. Try to keep a straight face. It is better for everyone concerned. Express your ideas with confidence and respect. Tonight: Aren't you spunky?

CANCER (June 21-July 22)
★★★ You like to be busy and moving around. You could be quite content watching another person try to handle an authority figure, parent or boss. You know what is going to happen. Tonight: You have a lot to mull over.

LEO (July 23-Aug. 22)
★★★★★ Listen to a friend. This person pushes to have you agree or go along with him or her. Why not? A meeting has implications when someone reveals too much. Don't agree to any financial or business deals today. Tonight: Where people are.

VIRGO (Aug. 23-Sept. 22)
★★★ You could irritate someone beyond reason without intending to. Sometimes people do mix much like oil and water. Focus on necessities and not selling yourself short. Be overly diplomatic. Tonight: Working or playing late.

LIBRA (Sept. 23-Oct. 22)
★★★★ Reach out for someone at a distance who often presents a very different view. This person is a source of ideas and a good friend, as he or she knows you. Don't sit on anger. You don't want to explode later. Try discussing your feelings in terms of hurt. Tonight: Be imaginative.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Deal with someone directly. You will get better results, especially if you are dealing with finances and/or emotional decisions. A male friend could become rather pushy. Tonight: Togetherness.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ You could be inordinately challenged by a situation or someone's fiery temper. Try to let this tension-laden event roll right over you. Consider a child or loved one. Make a special call to see how he or she is doing. Tonight: Say "yes" to an offer.

CAPRICORN (Dec. 22-Jan. 19)
★★★ As usual, you have a project to clear out. You get a lot done quite quickly. Remain in sync with someone at a distance. You might not have like minds, but you play devil's advocate well together. Just don't take his or her comments personally. Tonight: Exercise time.

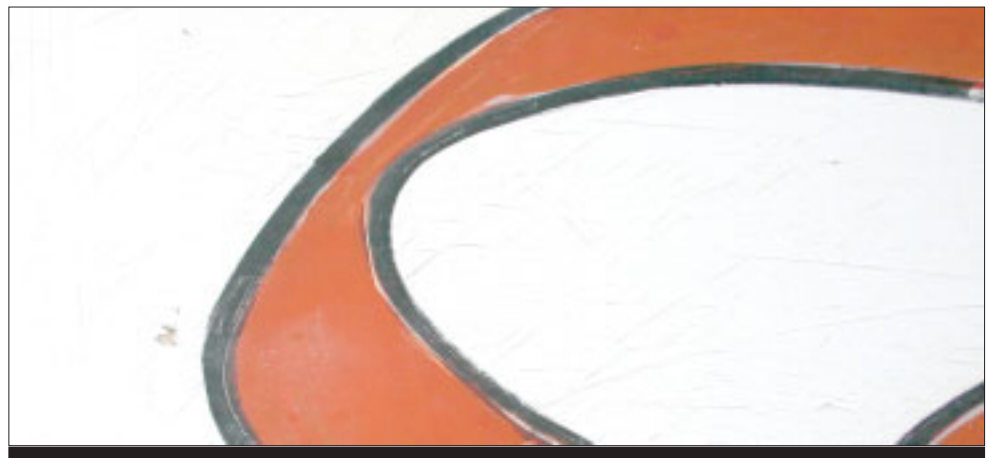
AQUARIUS (Jan. 20-Feb. 18)
★★★★★ A partner develops a short fuse. Try to remain diplomatic or leave space for this person to come back in. Tap into your creativity and find answers. A family member delights you with a call. Real estate could be a hot topic. Tonight: Act like it is Friday night.

PISCES (Feb. 19-March 20)
★★★ If you can take some time away from the daily grind, it would work out well. You have a lot to share with a neighbor or sibling. The more you speak, the more you remember how tied into life you are. Use care with a volatile partner. Tonight: The only answer is yes.

Happy birthday

Sometimes you act as if someone has lit a fire under you, as you display a compulsive, driven quality this year. You will be unusually creative but also me-oriented. You have to live in this world with others. Stop and consider the people in your life. If you are attached, remember it takes two to have a relationship. Try to tame your ego. If you are single, you might attract quite a few suitors. One of them just might be the one. A fellow GEMINI reminds you with his or her very actions that the world does not revolve around you.

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



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



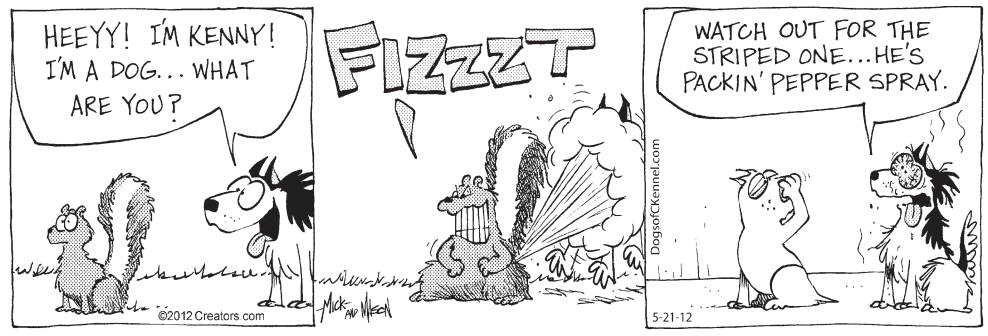
Strange Brew

By John Deering



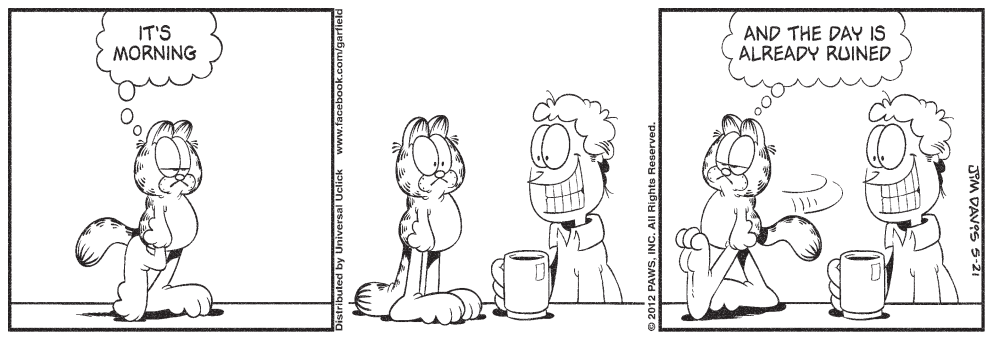
Dogs of C-Kennel

By Mick and Mason Mastroianni



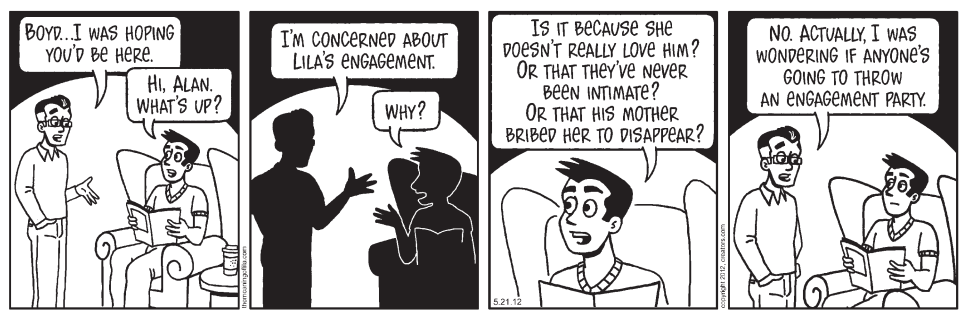
Garfield

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 ★

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

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

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

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CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Chicago team
5 New York team
9 Irrational fear
10 Rotten kids
12 Singer Baker
13 Houston player
14 Mean
16 Wee bit
17 Departs
18 Roma's nation
21 Finish
22 Wager made over beers
23 Stadium events
24 Fictional castaway
26 Small tablet
29 Mariners
30 Deep sleep
31 Business abbr.
32 Buck
34 Stage comment
37 Corn
38 Single unit
39 Had a curving path
40 Cincinnati team
41 Tampa Bay team

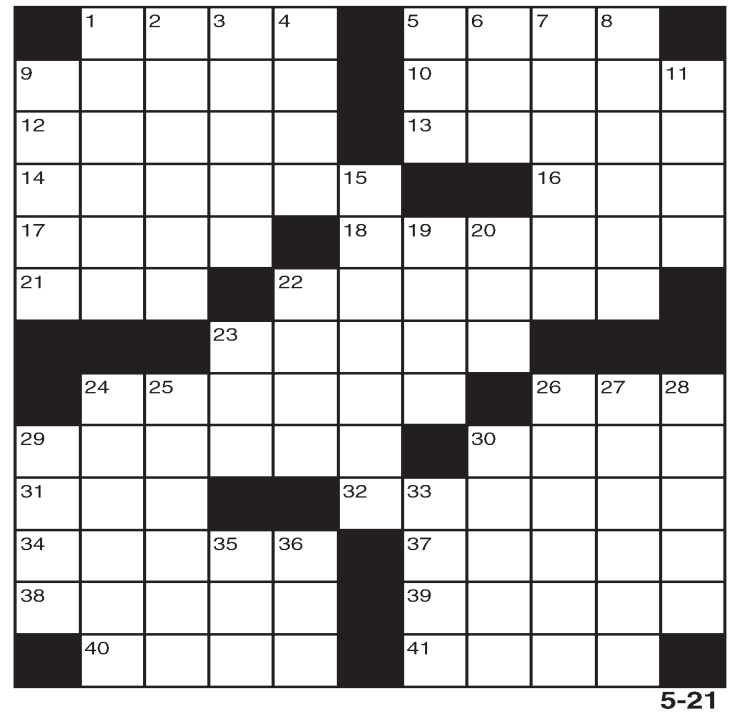
DOWN

1 Big shooter
2 Joined
3 Quick snacks
4 Do a checkout chore
5 CEO's deg.
6 Hosp. sections
7 Be a snitch
8 Narrow passage
9 Pitcher Satchel
11 Fizzy drink
15 Infield setting
19 Pine or palm
20 Sit-up targets
22 Infield corner
23 Candy counter buy
24 Curse bleeper
25 Wisconsin city
26 Insurance contract
27 Wows
28 Was bold
29 Thailand, once
30 Healer Barton
33 Poet Khayyám
35 Mom's mate
36 Mag. workers

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



5-21

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– Arithmo Crossmath – Reclaim Your Brain

• 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.

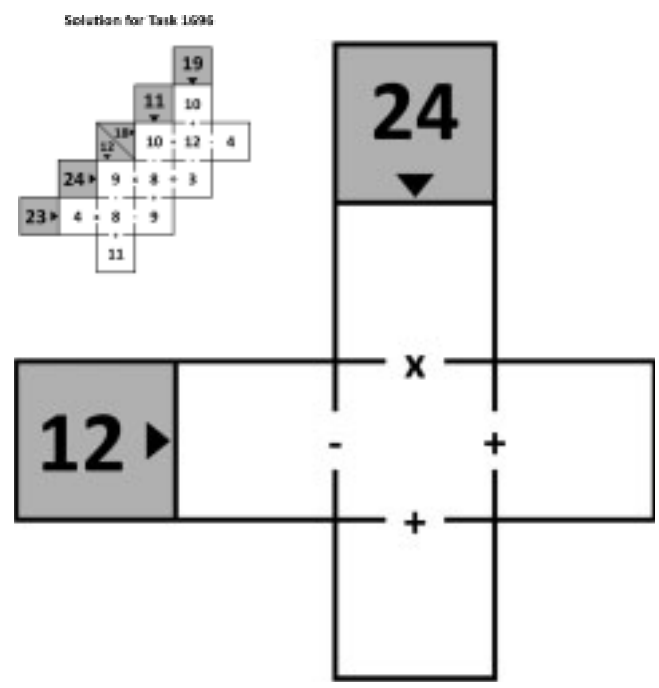
• Each empty square dictates the math operation that must be performed to meet the demands.

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

Go to www.zokigames.net for more fun and challenging games and links to our mobile phone apps.

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

2, 7, 9, 10, 10



DAILY LOTTERY

MEGA MILLIONS
Draw Date: May 18
3 11 22 34 49
Meganumber: 1
Jackpot: $12M

SUPER LOTTO PLUS
Draw Date: May 19
4 13 15 26 46
Meganumber: 2
Jackpot: $18M

Fantasy 5
Draw Date: May 20
5 10 19 22 38

DAILY 3
Draw Date: May 20
MIDDAY: 8 5 4
EVENING: 1 0 1

SANTA ANITA PARK
Draw Date: May 20
1st: 02 - LUCKY STAR
2nd: 11 - MONEY BAGS
3rd: 04 - BIG BEN
RACE TIME: 1:49.80

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

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ **A Better Reason to De-Fund Planned Parenthood:** The organization has survived a controversial de-funding campaign over its limited abortion program, but its Washington state chapter, Planned Parenthood of the Great Northwest, began a quixotic safe-sex campaign in February in which thousands of condoms were distributed with scannable barcodes. The plan was that users would automatically register information about their locations during sex, and, if the users chose, other information about the particular sexual experience they just had. Among the choices: "Ah-maz-ing," "Rainbows exploded and mountains trembled," "Things can only improve from here."

■ Lawrence Cobbold, 38, has a house in Plympton, England, but has to make living arrangements at his parents' home or elsewhere because his place is totally taken over by his 21,000-item collection of bird ornaments and doodads. Before heading off to sleep elsewhere, he spends an average of four hours a day tidying up the collection. His dad (who described his other son as "completely normal") said, "I just hope I die before (Lawrence). I don't want to (have to) clear all this out."

TODAY IN HISTORY

1924 – University of Chicago students Richard Loeb and Nathan Leopold, Jr. murder 14-year-old Bobby Franks in a "thrill killing".

1927 – Charles Lindbergh touches down at Le Bourget Field in Paris, completing the world's first solo non-stop flight across the Atlantic Ocean.

1932 – Bad weather forces Amelia Earhart to land in a pasture in Derry, Northern Ireland, and she thereby becomes the first woman to fly solo across the Atlantic Ocean.

WORD UP!

gambit
\ GAM-bit \ , noun;
1.
A remark made to open or redirect a conversation.

Santa Monica Daily Press

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Employment

Assisted Living community is looking for part time dishwasher for its kitchen. Fingerprint background check and pre employment drug test required. If interested come to 2107 Ocean Ave. to fill out an application. EOE

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

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Notices

PUBLIC ANNOUNCEMENT: Christopher S. Pais & Diana Daniels Pais are no longer affiliated with Pais Properties & Pais Properties, LLC at 1330 California Ave, SM 90403

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Notices

Limited Liability Company
Articles of Organization
Entity Name (End the name with the words "Limited Liability Company," or the abbreviations "LLC" or "L.L.C." The words "Limited" and "Company" may be abbreviated to "Ltd." and "Co.," respectively.): ONETWELVE, LLC
Purpose (The following statement is required by statute and should not be altered.)
2. THE PURPOSE OF THE LIMITED LIABILITY COMPANY IS TO ENGAGE IN ANY LAWFUL ACT OR ACTIVITY FOR WHICH A LIMITED LIABILITY
COMPANY MAY BE ORGANIZED UNDER THE BEVERLY-KILLEA LIMITED LIABILITY COMPANY ACT.
Initial Agent for Service of Process (If the agent is an individual, the agent must reside in California and both Items 3 and 4 must be completed. If
the agent is a corporation, the agent must have on file with the California Secretary of State a certificate pursuant to California Corporations Code section
1505 and Item 3 must be completed (leave Item 4 blank).
3. NAME OF INITIAL AGENT FOR SERVICE OF PROCESS:
MARK VERGE
1110 WILSHIRE BLVD, SANTA MONICA, CA 90401
5. MANAGEMENT: ONE MANAGER
Execution
I DECLARE I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED: MARK VERGE, 03/10/2005.
FILED: 03/15/2005
FILE NUMBER: 200507710061

Notices

NOTICE OF APPLICATION FOR SALE OF ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: 05/14/12
To Whom it may concern:
The Name(s) of the Applicant(s) is/are:
BAKUL AKTAR, NAZMUL HAQUE HELAL
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 727 LINCOLN BLVD, LOS ANGELES, CA 90291-2845
Type of License(s) Applied for: 42- ON-SALE BEER AND WINE - PUBLIC PREMISES Department of Alcoholic Beverage Control INGLEWOOD.
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Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES015553
Superior Court of California, County of Los Angeles
Petition of DANIEL HAGHNAZARI for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: DANIEL HAGHNAZARI filed a petition with this court for a decree of changing names as follows: DANIEL HAGHNAZARI to DANIEL SIMONIAN. 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 June 22, 2012 Time: 8:30am, Dept. E
The address of the court is 600 E. BROADWAY, GLENDALE, CA 91206
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: 05/08/2012
MARY THORNTON HOUSE, JUDGE OF THE SUPERIOR COURT

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS022229
Superior Court of California, County of Los Angeles
Petition of FRANCESCA ROGERS FIASCHETTI for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: FRANCESCA ROGERS FIASCHETTI filed a petition with this court for a decree of changing names as follows: FRANCESCA ROGERS FIASCHETTI to FRANCESCA ALESSANDRA FIASCHETTI. 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 31, 2012 Time: 8:30am, Dept. A, Rm. 104
The address of the court is 1725 Main St, Santa Monica, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: 05/01/2012
JOSEPH S. BIDERMAN, JUDGE OF THE SUPERIOR COURT

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012073945 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/23/2012 The following person(s) is (are) doing business as SHAPING PROCESS. The full name of registrant(s) is/are: VANESSA L. LOFTUS BREWER 30765 PACIFIC COAST HWY. #154 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/:VANESSA L. LOFTUS BREWER. This statement was filed with the County Clerk of LOS ANGELES County on 04/23/2012. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES

DBAS

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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012064142 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as LOS ANGELES BREAD BAKERS. The full name of registrant(s) is/are: DAVID DALZELL 2312 LEMOYNE STREET LOS ANGELES C 90026, ERIK KNUTZEN 1327 MCCOLLUM STREET LOS ANGELES CA 90026. This Business is being conducted by: an Unincorporated Association other than a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DAVID DALZELL. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012064140 REFILE This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as ESQUIRE BARBER SHOP. The full name of registrant(s) is/are: VICTOR E BARONE 1020 MONTANA AVE SATNA MONICA CA 90403. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/08/2008. /s/: VICTOR E BARONE. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012072036 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/19/2012 The following person(s) is (are) doing business as FRANKS PURE N SIMPLE. The full name of registrant(s) is/are: FRANKE BINDER 1121 PRINCETON ST. #1 SANTA MONICA CA 90403. 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/:FRANK BINDER. This statement was filed with the County Clerk of LOS ANGELES County on 04/19/2012. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012072836 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/20/2012 The following person(s) is (are) doing business as SLIGHTLY VIRGIN COSTUME JEWELRY AND COLLECTIBLES. The full name of registrant(s) is/are: NICHOLAS C. ROTH

DBAS

2141 BEACHWOOD TER LOS ANGELES CA 90068. 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/:NICHOLAS C. ROTH. This statement was filed with the County Clerk of LOS ANGELES County on 04/20/2012. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 060675 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 ANJELICA FRESH FOOD COMPANY. The full name of registrant(s) is/are: ANTONIO BARBADUOMO 304 SOUTH LOMITA STREET BURBANK, CA 91506. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date). /s/: ANTONIO BARBADUOMO. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as CALIFORNIA YACHT MANAGEMENT SERVICES, CYMS. The full name of registrant(s) is/are: Napos Yachts, Inc. 12517 Hatteras Street Valley Village, CA 91607. 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/:Charles Devanneaux. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 060677 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 SALVATION GOLD AND SILVER. The full name of registrant(s) is/are: AARON KUTCHINSKY 13604 GAULT ST. VALLEY GLEN, CA 91405. This Business is being conducted by: . The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/03/2012. /s/: . 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012064141 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as FRIEDEN QUALITATIVE SERVICES. The full name of registrant(s) is/are: GARY PAUL FRIEDEN 14802 ADDISON ST. SHERMAN OAKS CA 91403. This Business is being conducted by: . The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/07/1984. /s/: GARY FRIEDEN. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 056914 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/03/2012 The following person(s) is (are) doing business as SJS TRAINING ACADEMY INC., CENTENNIAL ONE OF WASHINGTON INC. The full name of registrant(s) is/are: AMERICAN UNIFORM AND EQUIPMENT COMPANY INC. 22632 MARBELLA AVE. CARSON, CA 90745. 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/:LARRY FINLEY. This statement was filed with the County Clerk of LOS ANGELES County on 04/03/2012. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 060676 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 DJ KEELZ. The full name of registrant(s) is/are: BERNADETTE QUILES 3700 LOS FELIZ BLVD. #17 LOS ANGELES, CA 90027. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/27/2012. /s/: BERNADETTE QUILES. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-073855
The following person(s) is (are) doing business as: NEBULAE PC SERVICES, 2931 SUMNER AVE., POMONA, CA 91767. Full name of registrant(s) is (are) PEDRO RODRIGUEZ, 2931 SUMNER AVE., POMONA, CA 91767. This Business is conducted by: AN INDIVIDUAL. Signed: PEDRO RODRIGUEZ. This statement was filed with the County Clerk of Los Angeles County on 04/23/2012. 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 fil-

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ing 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 30, May 07, 14, 21, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-073630
The following person(s) is (are) doing business as: ARAM ABRAMS, 510 S. SPRING ST. LOFT 1112, L.A., CA 90013. Full name of registrant(s) is (are) ARAM ABRAMS, LLC, 510 S. SPRING ST. LOFT #1112, L.A., CA 90013. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: ARAM ASADI. This statement was filed with the County Clerk of Los Angeles County on 04/23/2012. 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 30, May 07, 14, 21, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 058407 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 KIMDEN MUSIC PUBLISHING. The full name of registrant(s) is/are: SONIC BLISS PRODUCTIONS, LLC 123 CALIFORNIA AVE. #101 SANTA MONICA, CA 90403. 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)04/01/2012. /s/: KIMBERLY ADAMIS. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 058406 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 FAMZA TOWING AND TRANSPORT. The full name of registrant(s) is/are: JOSE W. ZAMUDIO 2724 E. 11TH ST. LONG BEACH, CA 90804. 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/: JOSE W. ZAMUDIO. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 062736 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/10/2012 The following person(s) is (are) doing business as ABOVE AND BEYOND ATHLETICS. The full name of registrant(s) is/are: BRITTNEY THOMAS 18439 ARLINE AVE. #A ARTESIA, CA 90701, BRANDI THOMAS 18439 ARLINE AVE. #A ARTESIA, CA 90701. 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/:BRITTNEY THOMAS. This statement was filed with the County Clerk of LOS ANGELES County on 04/10/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-073996
The following person(s) is (are) doing business as: STUDIO G79, 1646 N. SPRING ST. STE 4, L.A., CA 90012. Full name of registrant(s) is (are) VALERIE P. HERNANDEZ, JIMMY L. GARCIA, 1646 N. SPRING ST. STE 4, L.A., CA 90012. This Business is conducted by: HUSBAND and WIFE. Signed: VALERIE P. HERNANDEZ. This statement was filed with the County Clerk of Los Angeles County on 04/23/2012. 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 30, May 07, 14, 21, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-073886
The following person(s) is (are) doing business as: PENGUIN MOTEL, 1653 PACIFIC COAST HWY., HARBOR CITY, CA 90710. Full name of registrant(s) is (are) BHARAT SOLANKI, 1653 PACIFIC COAST HWY., HARBOR CITY, CA 90710. This Business is conducted by: AN INDIVIDUAL. Signed: BHARAT SOLANKI. This statement was filed with the County Clerk of Los Angeles County on 04/23/2012. 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 30, May 07, 14, 21, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-076368
The following person(s) is (are) doing business as: OCEAN BLUE AQUATICS, 19202 FARIMAN DR., CARSON, CA 90746. Full name of registrant(s) is (are) O B A ENTERPRISES, INC., 19202 FARIMAN DR., CARSON, CA 90746. This Business is conducted by: A CORPORATION. Signed: CANDACE WALKER. This statement was filed with the County Clerk of Los Angeles County on 04/25/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 04/25/2012. 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 30, May 07, 14, 21, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012080227 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/30/2012 The following person(s) is (are) doing business as MEDICAL REVIEW ASSOCIATES. The full name of registrant(s) is/are: SJM ENTERPRISES, INC. 450 N. BEDFORD., STE 208 BEVERLY HILLS CA 90210. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/23/2012. /s/: STEVEN J. MILLER. This statement was filed with the County Clerk of LOS ANGELES County on 04/30/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012078792 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/27/2012 The following person(s) is (are) doing business as UMENOYA. The full

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name of registrant(s) is/are: JIKISAI INC 2293 W 190TH SUITE 219 TORRANCE CA 90504. 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/:JIKISAI HATTORI. This statement was filed with the County Clerk of LOS ANGELES County on 04/27/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012071872 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/19/2012 The following person(s) is (are) doing business as SPOKOMO PRODUCTIONS. The full name of registrant(s) is/are: KATHY J. RANGO 3265 INGLEWOOD BLVD LOS ANGELES CA 90066. 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/:KATHY J RANGO. This statement was filed with the County Clerk of LOS ANGELES County on 04/19/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012079833 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/30/2012 The following person(s) is (are) doing business as KK & ASSOCIATES. The full name of registrant(s) is/are: KELLY KWAN 11901 SANTA MONICA BLVD. NO. 388 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/:KELLY KWAN. This statement was filed with the County Clerk of LOS ANGELES County on 04/30/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012066445 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/13/2012 The following person(s) is (are) doing business as MOBOKASHI. The full name of registrant(s) is/are: MARK RAINVILLE 7208 LOTUS AVE #10 SAN GABRIEL CA 91775-1255. 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/:MARK RAINVILLE. This statement was filed with the County Clerk of LOS ANGELES County on 04/13/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012074436 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/24/2012 The following person(s) is (are) doing business as BANKERS GROUP. The full name of registrant(s) is/are: BGIF 5311 TOPANGA CANYON BOULEVARD #201 WOODLAND HILLS, CA 91362. This Business is being conducted by: a Corporation. This statement was filed with the County Clerk of LOS ANGELES County on 04/24/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012074434 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/24/2012 The following person(s) is (are) doing business as KAPOWUI, KAPOWUI SURF CLUB. The full name of registrant(s) is/are: MARTIN V. SQUIRES 13999 MARQUESAS WAY MARINA DEL REY CA 90292. 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/:MARTIN V. SQUIRES. This statement was filed with the County Clerk of LOS ANGELES County on 04/24/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012078177 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/26/2012 The following person(s) is (are) doing business as FOUNDATION ARCHITECTURE AND CONSTRUCTION, FOUNDATION ARCHITECTURE CONSTRUCTION. The full name of registrant(s) is/are: JOHN WILLIAM ROBINSON 11376 MATTESON AVE LOS ANGELES CA 90066. 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/:JOHN ROBINSON. This statement was filed with the County Clerk of LOS ANGELES County on 04/26/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012079914 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/30/2012 The following person(s) is (are) doing business as POSITIVE MIND COUNSELING. The full name of registrant(s) is/are: SARAH AMERRI 171 N. CHURCH LN#305 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/:SARAH AMERRI. This statement was filed with the County Clerk of LOS ANGELES County on 04/30/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012074435 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/24/2012 The following person(s) is (are) doing business as COAST BUILDING MAINTENANCE, COAST WINDOW CLEANING CO. The full name of registrant(s) is/are: GREGORY HARRIS 369 S. DOHENY DR. #178 BEVERLY HILLS, CA 90211. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/15/2012. /s/: GREGORY HARRIS. This statement was filed with the County Clerk of LOS ANGELES County on 04/24/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012066475 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/13/2012 The following person(s) is (are) doing business as MR DESIGN WORKS. The full name of registrant(s) is/are: MARK RAINVILLE 7208 LOTUS AVE #10 SAN GABRIEL CA 91775-1255. 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/:MICHELLE RAINVILLE. This statement was filed with the County Clerk of LOS ANGELES

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County on 04/13/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 081044 This statement was filed with the County Clerk of LOS ANGELES on 05/01/2012 The following person(s) is (are) doing business as COMUNA PRODUCTIONS, LETICIA PONCE. The full name of registrant(s) is/are: LETICIA JULETA RUBIO 3684 WATSEKA AVE. APT. 202 LA, CA 90034. 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/:LETICIA JULETA RUBIO. This statement was filed with the County Clerk of LOS ANGELES County on 05/01/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 083156 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/03/2012 The following person(s) is (are) doing business as Bio Solace International, Bio Solace. The full name of registrant(s) is/are: Dorothye L. Brandon 203 W. Vernon Ave. Los Angeles, CA 90037. 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/:Dorothye L. Brandon. This statement was filed with the County Clerk of LOS ANGELES County on 05/03/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 062114 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/09/2012 The following person(s) is (are) doing business as TRI-SAT SECURITY. The full name of registrant(s) is/are: SHERIE THOMPSON 23890 COPPER HILL DRIVE #198 VALENCIA, CA 91354, CHRISTOPHER THOMPSON 23890 COPPER HILL DRIVE #198 VALENCIA, CA 91354. This Business is being conducted by: Copartners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/03/2012. /s/: SHERIE THOMPSON. This statement was filed with the County Clerk of LOS ANGELES County on 04/09/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 062115 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/09/2012 The following person(s) is (are) doing business as LA CASIANA. The full name of registrant(s) is/are: MICHAEL AND SANDRA SCHWARTZ LIVING TRUST 1305 CASIANO ROAD LOS ANGELES, CA 90049. This Business is being conducted by: a Trust. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/29/2011. /s/: MICHAEL SCHWARTZ. This statement was filed with the County Clerk of LOS ANGELES County on 04/09/2012. NOTICE: THIS FICTITIOUS BUSINESS NAME

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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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 062739 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/10/2012 The following person(s) is (are) doing business as bnbtennis. The full name of registrant(s) is/are: BORIS BAKALOV 905 DIAMOND AVE. APT. 4 SOUTH PASADENA, CA 91030. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/04/2012. /s/: BORIS BAKALOV. This statement was filed with the County Clerk of LOS ANGELES County on 04/10/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 063314 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/10/2012 The following person(s) is (are) doing business as THE ESCONDITE. The full name of registrant(s) is/are: OPEN YO MOUTH LLC 410 BOYD ST. LA, CA 90013. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BRIAN HOUCK. This statement was filed with the County Clerk of LOS ANGELES County on 04/10/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 062738 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/10/2012 The following person(s) is (are) doing business as SONO IMAGING. The full name of registrant(s) is/are: EDVART NAZARIAN 504 HILL DRIVE #5 GLENDALE, CA 91206. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/04/2012. /s/: EDVART NAZARIAN. This statement was filed with the County Clerk of LOS ANGELES County on 04/10/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: LEMONLIMELOVE ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/10/2012 The following person(s) is (are) doing business as LEMONLIMELOVE. The full name of registrant(s) is/are: AMANDA MARIE GARCIA 6114 YEARLING ST. LAKEWOOD, CA 90713. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/04/2012. /s/: MRS. AMANDA MARIE GARCIA. This statement was filed with the County Clerk of LOS ANGELES County on 04/10/2012. 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

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BE FILED 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 062737 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/10/2012 The following person(s) is (are) doing business as REGENFITNESS. The full name of registrant(s) is/are: STEVEN L. HOGG 1214 W. GLENDON WAY ALHAMBRA, CA 9103-3135. 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/:STEVEN L. HOGG. This statement was filed with the County Clerk of LOS ANGELES County on 04/10/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 063978 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as chic eyes and brows. The full name of registrant(s) is/are: LISA TIFTIKCHYAN 800 N. KENMORE AVE. LOS ANGELES, CA 90029. 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/:LISA TIFTIKCHYAN. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 063974 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as PARADISO CROSSFIT. The full name of registrant(s) is/are: PARADISO GROUP INC. 4113 REDWOOD AVE. LOS ANGELES, CA 90066. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/12/2011. /s/: MARTINA PARADISO. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FILE NO. 2012-078390
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: VALLEY CHURCH OF CHRIST, 3126 N. FREDERIC ST., BURBANK, CA 91504. The fictitious business name referred to above was filed on 03/21/2011, in the county of Los Angeles. The original file number of 20110423840. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 04/26/2012. 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: ROBERT BRIAN EMERY/OWNER.
Pub. May 14, 21, 28, June 04, 2012
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 063977 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as LITTLE MISS PHILIPPINES USA, MISS TEEN PHILIPPINES USA, BINIBINING PILIPINAS USA, THE INSIDER BAR AND GRILL, INSIDER BAR AND GRILL. The full name of registrant(s) is/are: MILDRED DEANG 3460 WILSHIRE BLVD. STE. 1005 LOS ANGELES, CA 90010. 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/:MILDRED DEANG. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 063973 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as EMINENT CONCIERGE CLUB. The full name of registrant(s) is/are: JOHN CLARK 634 KNIGHT WAY LA CANADA, CA 91011. 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/:JOHN CLARK. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 063979 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as ALLISON SECURITY SYSTEMS, MARLIN SECURITY SERVICES. The full name of registrant(s) is/are: PACIFIC COAST ALARMS 9919 CANOGA AVENUE CHATSWORTH, CA 91311. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/04/2012. /s/: RODNEY ROSENSTEIN. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 063976 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as TURNER ARTISTS PUBLISHING. The full name of registrant(s) is/are: KATHRYN MILAN INC. 468 N. CAMDEN DRIVE SUITE 355 BEVERLY HILLS, CA 90210. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/1997. /s/: DAVID TURNER. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-078391
The following person(s) is (are) doing business as: VALLEY CHURCH OF CHRIST, 3126 N. FREDERIC ST., BURBANK, CA 91504. Full name of registrant(s) is (are) STEWART S. BRACKIN, 3126 N. FREDERIC ST., BURBANK, CA 91504, STEPHEN WINTERS, 3609 KEYSTONE AVE. #3, L.A., CA 90034, ANTHONY EPLING, 11035 MOORPARK ST. #203, NO. HOLLYWOOD, CA 91602. This Business is conducted by: AN UNINCORPORATED ASSOCIATION OTHER THAN A PARTNERSHIP. Signed: STEEWART S. BRACKIN. This statement was filed with the County Clerk of Los Angeles County on 04/26/2012. 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. May 14, 21, 28, June 04, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-078738
The following person(s) is (are) doing business as: KUM CORNER, 9429 ALONDRA BLVD., BELLFLOWER, CA 90706. Full name of registrant(s) is (are) VASNA GUTIERREZ, RAMON F. GUTIERREZ, 3545 MONICA AVE., LONG BEACH, CA 90808. This Business is conducted by: HUSBAND and WIFE. Signed: VASNA GUTIERREZ. This statement was filed with the County Clerk of Los Angeles County on 04/27/2012. 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 must be filed 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. May 14, 21, 28, June 04, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-078654
The following person(s) is (are) doing business as: DRINK CHIC, 17412 VENTURA BLVD. #35, ENCINO, CA 91316. Full name of registrant(s) is (are) MICHELLE BETWARDA, 17412 VENTURA BLVD. #35, ENCINO, CA 91316. This Business is conducted by: AN INDIVIDUAL. Signed: MICHELLE BETWARDA. This statement was filed with the County Clerk of Los Angeles County on 04/27/2012. 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 must be filed 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. May 14, 21, 28, June 04, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-079120
The following person(s) is (are) doing business as: ARTESIA LOLLICUP, 17901 PIONEER BLVD. STE B, ARTESIA, CA 90701. Full name of registrant(s) is (are) KK'S LOLLICUP, INC., 17901 PIONEER BLVD. STE B, ARTESIA, CA 90701. This Business is conducted by: A CORPORATION. Signed: YAN DU. This statement was filed with the County Clerk of Los Angeles County on 04/27/2012. 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 must be filed 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. May 14, 21, 28, June 04, 2012
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012088943 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/10/2012 The following person(s) is (are) doing business as Greenlive Inc.. The full name of registrant(s) is/are: Jennifer Wen 705 San Vicente Blvd. Santa Monica CA 90402. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/01/2011. /s/: Greenlive Inc.. This statement was filed with the County Clerk of LOS ANGELES County on 05/10/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012086127 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/08/2012 The following person(s) is (are) doing business as GK TALENT MANAGEMENT. The full name of registrant(s) is/are: GEORGE KHOURI 10005 PICO VISTA DR. DOWNEY CA 90240. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/08/2012. /s/: GEORGE KHOURI. This statement was filed with the County Clerk of LOS ANGELES County on 05/08/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012067026 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as FRED ELM. The full name of registrant(s) is/are: SHARON KELLY 908 N. GENESEE AVE. #5 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/:SHARON KELLY. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012084759 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/07/2012 The following person(s) is (are) doing business as SHOREBAR, SHOREBARSM.COM, SHOREBARLA, SHORE BAR SM, THE SHOREBAR, SHOREBARLA.COM. The full name of registrant(s) is/are: ONETWELVE LLC 1020 WILSHIRE BLVD SANTA MONICA CA 90401 . This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:LEILANI PASWAL. This statement was filed with the County Clerk of LOS ANGELES County on 05/07/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012084758 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/07/2012 The following person(s) is (are) doing business as THE AWAKENING PROCESS. The full name of registrant(s) is/are: JEFFREY NASH 2801 OCEAN PARK BLVD. #218 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)02/22/1985. /s/: JEFFREY NASH. This statement was filed with the County Clerk of LOS ANGELES County on 05/07/2012. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT

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EXPIRES 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012084757 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/07/2012 The following person(s) is (are) doing business as HALL DOYON LAW GROUP. The full name of registrant(s) is/are: JANE HALL 723 14TH STREET 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/:JANE HALL. This statement was filed with the County Clerk of LOS ANGELES County on 05/07/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012080509 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/01/2012 The following person(s) is (are) doing business as DALM ENTERPRISES. The full name of registrant(s) is/are: ABRAHAM WACHT 310 18TH STREET SANTA MONICA CA 90402. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/15/1993. /s/: ABRAHAM WACHT. This statement was filed with the County Clerk of LOS ANGELES County on 05/01/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012080511 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/01/2012 The following person(s) is (are) doing business as WARRIOR HOOD. The full name of registrant(s) is/are: CHRISTOPHER WYATT HICKS 1248 5TH ST. #7126 SANTA MONICA CA 90406. 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/:CHRISTOPHER WYATT HICKS. This statement was filed with the County Clerk of LOS ANGELES County on 05/01/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012080510 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/01/2012 The following person(s) is (are) doing business as TRES TRAY BODYWORK. The full name of registrant(s) is/are: TRACY LORIN GASSEL 2807 2ND ST. #3 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)04/20/2012. /s/: TRACY LORIN GASSEL. This statement was filed with the County Clerk of LOS ANGELES County on 05/01/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012072408 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/20/2012 The following person(s) is (are) doing business as VANDELAY SUPPLY. The full name of registrant(s) is/are: VANDELAY INDUSTRIAL PROPERTIES, LLC 1000 N. LAKE ST. BURBANK CA 91502. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ROSS TIFFANY. This statement was filed with the County Clerk of LOS ANGELES County on 04/20/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012080420 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/01/2012 The following person(s) is (are) doing business as SYK WEAR, VINTAGE WEAR. The full name of registrant(s) is/are: JORGE DURAN 12700 FONTHILL AVE #3 HAWTHORNE, CA 90250. 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/:JORGE DURAN. This statement was filed with the County Clerk of LOS ANGELES County on 05/01/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012087990 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/09/2012 The following person(s) is (are) doing business as INVOCATEUR. The full name of registrant(s) is/are: SOPHIE LEE 718 S. 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/:SOPHIE LEE. This statement was filed with the County Clerk of LOS ANGELES County on 05/09/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 063975 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/11/2012 The following person(s) is (are) doing business as FASHION HUNTER. The full name of registrant(s) is/are: SHARON AZIZ LAVI 435 NORTH OAKHURST DR. #1001 BEVERLY HILLS, CA 90210. 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/:SHARON AZIZ LAVI. This statement was filed with the County Clerk of LOS ANGELES County on 04/11/2012. 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 05/07/2012, 05/14/2012, 05/21/2012, 05/28/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-091060
The following person(s) is (are) doing business as: VALMAR MARREY GROUP, 9701 WILSHIRE BLVD. STE 100, BEVERLY HILLS, CA 90212. Full name of registrant(s) is (are) DEIDREH VALMAR, 9701 WILSHIRE BLVD. STE 100, BEVERLY HILLS, CA 90212. This Business is conducted by: AN INDIVIDUAL. Signed: DEIDREH VALMAR. This statement was filed with the County Clerk of Los Angeles County on 05/14/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/14/2012. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A

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new Fictitious Business Name Statement must be filed 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. May 21, 28, June 04, 11, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012074018 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/23/2012 The following person(s) is (are) doing business as SOTO STREET COMPASSIONATE CLINIC. The full name of registrant(s) is/are: NORTH STATE COMPASSIONATE CARE 25051 GARDINER FERRY RD. CORNING CA 96021. 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/:SPENCER GRIM. This statement was filed with the County Clerk of LOS ANGELES County on 04/23/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012091138 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/14/2012 The following person(s) is (are) doing business as PACIFIC OCEAN PARK PROPERTIES. The full name of registrant(s) is/are: THE COLLEGE ADMISSIONS CONSULTANT, INC 23838 PACIFIC COAST HIGHWAY MALIBU CA 90265. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/14/2012. /s/: PATRICIA FINER. This statement was filed with the County Clerk of LOS ANGELES County on 05/14/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012080892 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/01/2012 The following person(s) is (are) doing business as TAME LION. The full name of registrant(s) is/are: REBEKAH TOUMA 1329 19TH ST. #A 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/: REBEKAH TOUMA. This statement was filed with the County Clerk of LOS ANGELES County on 05/01/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2012070153
Current File No. 2012021327
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
STAR KNOWLEDGE CONFERENCE, 25090 MULHOLLAND HWY., CALABASAS, CA 91302.
The fictitious business name referred to above was filed on 02/07/2012 in the county of LOS ANGELES.
Registered owners: LINDA L. KAPLAN AND ALAN BLACKBURN
This business is conducted by: COPARTNERS
/s/LINDA L. KAPLAN
This statement was filed with the County Clerk of Los Angeles County on 4/18/2012
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: 2012090566 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/14/2012 The following person(s) is (are) doing business as MEXICO TRAVEL AND TOURS. The full name of registrant(s) is/are: G AND M GROUP INTERNATIONAL, LLC. 19155 SYLVAN ST. TARZANA CA 91335. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GABRIEL HUERTA. This statement was filed with the County Clerk of LOS ANGELES County on 05/14/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012071557 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/19/2012 The following person(s) is (are) doing business as THE GROVE CHRISTIAN BIBLE MINISTRIES. The full name of registrant(s) is/are: THE GROVE CHRISTIAN BIBLE CHURCH 2149 1/2 W 74TH STREET LOS ANGELES CA 90047. 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/:JAMESETTA MCDONALD. This statement was filed with the County Clerk of LOS ANGELES County on 04/19/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012062252 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/10/2012 The following person(s) is (are) doing business as ADLER BEHAVIOR CONSULTING. The full name of registrant(s) is/are: ALISON ADLER 10273 ORTON AVE LOS ANGELES CA 90064. 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/:ALISON ADLER. This statement was filed with the County Clerk of LOS ANGELES County on 04/10/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012092074 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/15/2012 The following person(s) is (are) doing business as SURF AIR. The full name of registrant(s) is/are: SURF AIRLINES INC. 910 COLORADO SANTA MONIC 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/: CORY COZZENS. This statement was filed with the County Clerk of LOS ANGELES County on 05/15/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012092817 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/16/2012 The following person(s) is (are) doing business as GRAVITY OUTDOORS. The full name of registrant(s) is/are: GAUGE OUTFITTERS INC 2929 SANTA MONICA BLVD. SANTA MONICA CA 90404. 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/:DAVID CRAYCRAFT. This statement was filed with the County Clerk of LOS ANGELES County on 05/16/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012080192 This statement was filed with the County Clerk of LOS ANGELES on 04/30/2012 The following person(s) is (are) doing business as SOIL WATER AIR PROTECTION ENTERPRISE. The full name of registrant(s) is/are: SWAPE, LLC 1640 5TH STREET SANTA MONICA CA 90401 . This Business is being conducted by: a Limited Liability Company. This statement was filed with the County Clerk of LOS ANGELES County on 04/30/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012090226 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/11/2012 The following person(s) is (are) doing business as BEAR BELLOWS. The full name of registrant(s) is/are: PEDRO RAFAEL ARROYO 1037 KAGAWA STREET PACIFIC PALISADES CA 90272. 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/:PEDRO RAFAEL ARROYO. This statement was filed with the County Clerk of LOS ANGELES County on 05/11/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012090915 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/14/2012 The following person(s) is (are) doing business as GAMA CENTRAL HEATING & AIR CONDITIONING, GAMA CENTRAL HTG & AIR. The full name of registrant(s) is/are: GARMAGARM INTERNATIONAL, INC 6399 WILSHIRE BLVD SUITE 218 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)9/1979. /s/: FARSHAD R. SHADPOUR. This statement was filed with the County Clerk of LOS ANGELES County on 05/14/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012091908 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/15/2012 The following person(s) is (are) doing business as

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SPEKULOR.COM, SPEKULOR. The full name of registrant(s) is/are: CHRISTOPHER GOSCH 3400 AIRPORT AVE BUILDING D 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)05/01/2012. /s/: CHRISTOPHER GOSCH. This statement was filed with the County Clerk of LOS ANGELES County on 05/15/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012083036 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/03/2012 The following person(s) is (are) doing business as WESTSIDE ONLINE MARKETING, THE INTERSTELLAR SELLER. The full name of registrant(s) is/are: ERIKA BROWN 547 GRAND BLVD. UNIT A 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)04/04/2012. /s/: ERIKA BROWN. This statement was filed with the County Clerk of LOS ANGELES County on 05/03/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012095834 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/17/2012 The following person(s) is (are) doing business as REVERIE BY CORINNE. The full name of registrant(s) is/are: CORINNE SAFFELL 1040 1/2 GRANT ST. SANTA MONICA CA 90405-4340. 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/:CORINNE SAFFELL. This statement was filed with the County Clerk of LOS ANGELES County on 05/17/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012087575 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/09/2012 The following person(s) is (are) doing business as TANIAS JANITORIAL CLEANING. The full name of registrant(s) is/are: TANYA KOSTOVA JEKOVA 2336 VIRGINIA AVE. #B 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)05/09/2012. /s/: TANYA KOSTOVA JEKOVA. This statement was filed with the County Clerk of LOS ANGELES County on 05/09/2012. 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 05/21/2012, 05/28/2012, 06/04/2012, 06/11/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 079179 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/27/2012 The following person(s) is (are) doing business as CLARK AND ASSOCI-

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ATES COUNSELING SERVICES. The full name of registrant(s) is/are: CHERLY CLARK 239A BURBANK BLVD. BURBANK, CA 91502. 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/:CHERLY CLARK. This statement was filed with the County Clerk of LOS ANGELES County on 04/27/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 0701216 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/19/2012 The following person(s) is (are) doing business as CK PARTNERS INSURANCE SERVICES. The full name of registrant(s) is/are: ECI FINANCIAL CORP. 127 N. MADISON AVE. #214 PASADENA, CA 91101. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/09/2012. /s/: EDWARD CHOI. This statement was filed with the County Clerk of LOS ANGELES County on 04/19/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 0701215 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/19/2012 The following person(s) is (are) doing business as PASS PRODUCTIONS. The full name of registrant(s) is/are: PATRICK A. SCHWARZENEGGER 11601 WILSHIRE BLVD. STE. 1840 LOS ANGELES, CA 90025. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)2011. /s/: PATRICK A. SCHWARZENEGGER. This statement was filed with the County Clerk of LOS ANGELES County on 04/19/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070161 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as OUTLIER DOORS. The full name of registrant(s) is/are: STINGRAY UNITED INC. 5841 S. SAN PEDRO ST. UNIT C LOS ANGELES, CA 90003. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/01/2012. /s/: DAVID OLSEN. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2012090597
Current File No.20101602999
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
G AND M ENTERPRISES INTERNATIONAL
The fictitious business name referred to above was filed on 11/08/2010 in the county of LOS ANGELES.
Registered owners: GABRIEL HUERTA
This business is conducted by: AN INDIVIDUAL
/s/ GABRIEL HUERTA
This statement was filed with the County Clerk of Los Angeles County on 05/14/12
Published: SANTA MONICA DAILY PRESS 05/21/12, 05/28/12, 06/04/12, 06/11/12

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070159 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s)

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is (are) doing business as SOUL LUXURIOUS. The full name of registrant(s) is/are: RASHUNDA LIGHTNER 3420 1/2 S. VICTORIA AVE. 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/:RASHUNDA LIGHTNER. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012070157 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as DISH AUTHORIZED RETAILER, DISH PROMOTIONS, DISH PROMOS, DISH PROMO, SATELLITE DEALS, SATELLITE TV SPECIAL, SATELLITE SPECIAL, DISH SPECIALS, DISH DEALS, THE RESOURCE GUIDE, RESOURCE GUIDE, LOCAL JOB FINDER, LOCAL JOB RESOURCE, LOCAL JOB LISTINGS. The full name of registrant(s) is/are: REVENUE MEDIA EMPIRE 19729 VENTURA BLVD. SUITE A WOODLAND HILLS, CA 91364. This Business is being conducted by: a Corporation. 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 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070150 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as INTIMATE LIFESTYLES. The full name of registrant(s) is/are: ALAN GOLDBERG 688 OLIVE AVE. VENICE, CA 90291, PAMELA RODRIGUEZ 688 OLIVE AVE. VENICE, CA 90291. This Business is being conducted by: Copartners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/08/2012. /s/: ALAN GOLDBERG. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070148 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as OURHEALTHPATH. The full name of registrant(s) is/are: JONATHAN MOORE 5627 FERNWOOD AVE. LOS ANGELES, CA 90028. 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/:JONATHAN MOORE. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070152 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as I GARDEN. The full name of registrant(s) is/are: STEPHEN BALDONADO 6009 CARPENTER AVE. 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)04/18/2012. /s/: STEPHEN BALDONADO. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW

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FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED 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 05/18/2012, 05/25/2012, 06/01/2012, 06/08/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070154 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as STAR KNOWLEDGE CONFERENCE. The full name of registrant(s) is/are: LINDA L. KAPLAN 25090 MULHOLLAND HWY. CALABASAS, CA 91302. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/2012. /s/: LINDA L. KAPLAN. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070156 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as THE LAW OFFICE ELIZABETH GONSALVES. The full name of registrant(s) is/are: ELIZABETH GONSALVES 2236 1/2 N. CAHUNGA BLVD. LOS ANGELES, 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)03/29/2012. /s/: ELIZABETH GONSALVES. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070158 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as KNIGHTS BRIDGE DEVELOPMENT. The full name of registrant(s) is/are: PAUL HIGGINS 2420 VIA CARRILLO PALOS VERDES, CA 90274. 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/: PAUL HIGGINS. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070160 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as PRIME FIT LIFE. The full name of registrant(s) is/are: BRETT JOHNSON 1507 7TH ST. #297 SANTA MONICA, CA 90401, ASHLEY JOHNSON 1507 7TH ST. #297 SANTA MONICA, CA 90401. 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)01/01/2012. /s/: ASHLEY JOHNSON. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070149 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as ALL STAR DENTAL CARE. The full name of registrant(s) is/are: F. SHAFA DENTAL CORPORATION INC. 1140 S. ROBERTSON BLVD. STE. 1 LOS ANGELES, CA 90035. 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/:FARHAD SHAFA DDS. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070155 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as WESTIN MITCHELL DESIGN GROUP. The full name of registrant(s) is/are: WESTIN MITCHELL 1545 N. VISTA ST. 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)03/29/2012. /s/: WESTIN MITCHELL. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 067118 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as COASTAL THRIFT. The full name of registrant(s) is/are: JESSICA KIRBY 7917 SELMA AVE. #118 LOS ANGELES, CA 90046, CRAIG ACKAY 7917 SELMA AVE. #118 LOS ANGELES, CA 90046. 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/:JESSICA KIRBY. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 067123 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as ASAP HEATING AND AIR CONDITIONING. The full name of registrant(s) is/are: CHARLES C. FULTZ, SR. 44527 CHAPARRAL DRIVE LANCASTER, CA 93536. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)2006. /s/: CHARLES C. FULTZ, SR.. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 067122 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as KT MEDIA. The full name of registrant(s) is/are: DESMOND FREMPONG 14721 WILLOW CREEK LN. CHINO HILLS, CA 91709, HAROLD MORET 2346 W. 18TH ST. #13 LOS ANGELES, CA 90019. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/09/2012. /s/: DESMOND FREMPONG. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

SANTA MONICA DAILY PRESS to publish 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 067120 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as THE LUSCIOUS LEMON. The full name of registrant(s) is/are: LAXEDDY MORADEL LENNON 543 S. OXFORD AVE. #203 LOS ANGELES, CA 90020, MARISELA ROSAS 543 S. OXFORD AVE. #203 LOS ANGELES, CA 90020. 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)04/16/2012. /s/: LAXEDDY MORADEL LENNON. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 067119 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as THE GEMSTONE MUSE , GEMSTONE MUSE, DESIGNED BY JANINE. The full name of registrant(s) is/are: JANINE B. KORRINGA 4239 TUJUNGA AVE. #12 STUDIO CITY, CA 91604. 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/: JANINE B. KORRINGA. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 067117 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as CHICAMOD.COM. The full name of registrant(s) is/are: MONICA OKULLO 4717 ELMWOOD AVE. #107 LOS ANGELES, CA 90010. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date). /s/: MONICA OKULLO. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 067116 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as LES ARTS LIGHTING. The full name of registrant(s) is/are: JACKSON MUON 8409 DOROTHY STREET ROSEMEAD, CA 91770. 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/:JACKSON MUON. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 067115 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/16/2012 The following person(s) is (are) doing business as JUMP5150. The full name of registrant(s) is/are: JUMP 5150 INC 27072 HIDAWAY AVE. #4 SANTA CLARITA, CA 91351. 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/:KURT BRYANT. This statement was filed with the County Clerk of LOS ANGELES County on 04/16/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-092183
The following person(s) is (are) doing business as: ELOHIM REALTY, 2515 FIDELIDAD DR., HACIENDA HTS., CA 91745. Full name of registrant(s) is (are) YUN-SHIA PERNG, 2515 FIDELIDAD DR., HACIENDA HTS., CA 91745. This Business is conducted by: AN INDIVIDUAL. Signed: YUN-SHIA PERNG. This statement was filed with the County Clerk of Los Angeles County on 05/15/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/15/2012. 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. May 21, 28, June 04, 11, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-096607
The following person(s) is (are) doing business as: MARTIR CONTRACTING, INC., 9129 LEMORAN AVE., DOWNEY, CA 90240. Full name of registrant(s) is (are) MARTIR CONTRACTING, INC., 9129 LEMORAN AVE., DOWNEY, CA 90240. This Business is conducted by: A CORPORATION. Signed: JOSE ALVARO MARTIR. This statement was filed with the County Clerk of Los Angeles County on 05/17/2012. 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. May 21, 28, June 04, 11, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-091046
The following person(s) is (are) doing business as: MEGA A+ INSURANCE SERVICES, 2515 FIDELIDAD DR., HACIENDA HTS., CA 91745. Full name of registrant(s) is (are) YUN-SHIA PERNG, 2515 FIDELIDAD DR., HACIENDA HTS., CA 91745. This Business is conducted by: AN INDIVIDUAL. Signed: YUN-SHIA PERNG. This statement was filed with the County Clerk of Los Angeles County on 05/14/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/22/2009. 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. May 21, 28, June 04, 11, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-090074
The following person(s) is (are) doing business as: MONIMBO NUEVA NICARAGUA, 14624 WALBROOK DR., HACIENDA HTS., CA 91745. Full name of registrant(s) is (are) MANUEL MENA, 14624 WALBROOK DR., HACIENDA HTS., CA 91745. This Business is conducted by: AN INDIVIDUAL. Signed: MANUEL MENA. This statement was filed with the County Clerk of Los Angeles County on 05/11/2012. 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. May 21, 28, June 04, 11, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-092721
The following person(s) is (are) doing business as: NORTHPARK REALTY, 12021 FIRESTONE BLVD., NORWALK, CA 90650. Full name of registrant(s) is (are) OSAMA RAJA, 12021 FIRESTONE BLVD., NORWALK, CA 90650. This Business is conducted by: AN INDIVIDUAL. Signed: OSAMA RAJA. This statement was filed with the County Clerk of Los Angeles County on 05/15/2012. 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. May 21, 28, June 04, 11, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-089184
The following person(s) is (are) doing business as: SMDC ASSOCIATION, 2230 MICHIGAN AVE., SANTA MONICA, CA 90404. Full name of registrant(s) is (are) LOTFI BEN YEDDER, AHMED SALEM, 2230 MICHIGAN AVE., SANTA MONICA, CA 90404. This Business is conducted by: AN UNINCORPORATED ASSOCIATION OTHER THAN A PARTNERSHIP. Signed: LOTFI BEN YEDDER. This statement was filed with the County Clerk of Los Angeles County on 05/10/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/10/2012. 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. May 21, 28, June 04, 11, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012 070151 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/18/2012 The following person(s) is (are) doing business as ECSTASY EVENTS. The full name of registrant(s) is/are: CHARLENE JOHNSON 41514 TERRAZZO DR. PALMDALE, CA 913551, DANNY JOHNSON 41514 TERRAZZO DR. PALMDALE, CA 913551. 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/:CHARLENE JOHNSON. This statement was filed with the County Clerk of LOS ANGELES County on 04/18/2012. 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 05/14/2012, 05/21/2012, 05/28/2012, 06/04/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012073951 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/23/2012 The following person(s) is (are) doing business as LAW OFFICE OF VLLB. The full name of registrant(s) is/are: VANESSA L. LOFTUS BREWER 30765 PACIFIC COAST HWY. #154 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/:VANESSA L. LOFTUS BREWER. This statement was filed with the County Clerk of LOS ANGELES County on 04/23/2012. 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 04/30/2012, 05/07/2012, 05/14/2012, 05/21/2012.







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)
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Santa Monica, CA

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