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MONDAY, AUGUST 25, 2014

Volume 13 Issue 239

Santa Monica Daily Press

FACES OF SILICON BEACH
SEE PAGE 3

We have you covered

THE NOT LABOR DAY YET ISSUE



HEROIC KID-ICAL MASS

Morgan Genser editor@smdp.com

Kidical Mass Santa Monica held a hero themed ride on Aug. 23 at Virginia Ave. Park. The Kidical Mass project aims to make bike riding a safe and fun activity for youth. The local project holds regular rides in the Santa Monica area and encourages youth of all ages to participate. The hero ride included a contest for best costume, helmet decoration, face painting, snacks, a raffle and special family activities.

New roads boost property values in 1914

BY DAVID MARK SIMPSON

Daily Press Staff Writer

THE ARCHIVES Much like the incoming Expo Light Rail is in 2014, the newly constructed roads were the subtext to many news stories 100 years ago.

The Pico-to-the-Sea project (AKA Pico Boulevard) was still a year and a half away from completion in August of 1914 but home prices were already shooting up.

"New Street Work and Public Utilities Being Installed," one Los Angeles Times headline read. "Property Values Enhancing."

Towns on the Westside were "undergoing a happy mutation," the article said. They were "caught in that tide of prosperity and development which is rapidly sweeping westward from Los Angeles."

WARTIME

The United States did not join until 1917 but when World War I broke out in late July of 1914, the reverberations were felt in Santa Monica.

Mayor Dudley had to postpone his family trip to Paris but this was only a minor inconvenience when placed next to the tribulations of Park Superintendent Leon

de Staute.

City officials believed that de Staute, who was touring Brussels with his wife at the war's commencement, was drafted into an army - the article fails to identify which one.

He "may have fought in some of the recent battles," the article said. De Staute was identified as an expert nurseryman and designer of gardens.

WATER

World War I may have been years away

SEE HISTORY PAGE 10

Bergamot development heads to council

BY MATTHEW HALL

Editor-in-Chief

BERGAMOT Development of the Bergamot Arts Center will move to the City Council with the qualified blessing of the Santa Monica Arts Commission.

The Commission held a special meeting on Aug. 23 to solicit public feedback on three redevelopment proposals for the site and a divided commission eventually chose to support City Staff's recommendation to open negotiations with one development team. The decision came after two hours of public feedback opposed to the project.

Scott Ginsburg representing the recommended 26th Street TOD Partners acknowledged the role of the public in developing a project for the location and said his team was there to listen as they has been for the last year.

"We look forward to being advocates for the project and for you as partners in the project," he said.

The 26th Street proposal includes office space, a hotel and underground parking in addition to space for arts galleries and museums. The idea of underground parking has been controversial as opponents of the process say it would force current gallery owners to close.

Mary Marlow said the community, including the gallery owners, were opposed to any of the proposals but said the fault for the poor design lay with a flawed RFP issued by the city.

"This will change it from a cultural center for the arts to a multipurpose mall," she said.

Laurence Eubank asked that any project be built in phases. He said developers should develop parking solutions that don't displace galleries, keep the current leases, plan for a smaller scale project and asked for a working group that included the public and gallery owners.

Gallery Owner Lois Lambert said Bergamot businesses had already taken a beating. She said her business has declined by about 50 percent recently, partly due to the recession but mostly due to the impacts of expo construction. She said the current proposals would kill the gallery community

SEE ART PAGE 10

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Calendar

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, August 25

Civic Working Group Meeting

Santa Monica Civic Auditorium East Wing
1855 Main St., 6:30 p.m.
The Civic Working Group provides input on the development of recommendations for the renovation, programming and long-term operation of the Santa Monica Civic Auditorium. Visit <http://www.smgov.net/departments/ccs/civicauditorium/CivicWorkingGroup.aspx> for more information.

Preparing Your Fall Garden

Fairview Branch Library
2101 Ocean Park Blvd., 7 - 8 p.m.

Replenish your garden with seasonal fruits, vegetables, and other plants for the Fall. Presented by Christy Wilhelmi, author of Gardening for Geeks and founder of Gardenerd.com.

Airport Commission Meeting

Santa Monica City Hall
1685 Main St, 7:30 p.m.

Visit <http://www.smgov.net/departments/airport> for more information.

Tuesday, August 26

Summer Plastic free-esta

Patagonia
1344 4th St, 10 p.m.
Join emcee Danni Washington and The 5 Gyres Institute for an evening of tasty bites, craft beer, and live music, to protect our oceans from plastic pollution. Get a sneak peak at the 5 Gyres North Atlantic "Viking" expedition. Enjoy a live set from singer/songwriter and plastic pollution crusader Mark Wystrach. Win a pair of tickets to the 8/28 sold out Jack Johnson concert, along with other great prizes.

Tongue & Groove Literary Variety Show

Annenberg Beach House
415 Pacific Coast Hwy, 6:30 - 8 p.m.

Join organizers for an evening of short fiction, personal essays, poetry, spoken word and music with Conrad Romo's long-running "Tongue & Groove" series. This evening features Taylor Negron, Tonya Ingram reading from Growl and Snare, David Darmstaedter reading from Costa Rican Schadenfreude, Ann Buxie. Music by Logan Heftel. Info/Reserve: annenbergbeachhouse.com/beach-culture

Food Truck Bazaar

California Heritage Museum
2612 Main St., 5:30-9:30 p.m.

Gourmet Food Trucks, sit-down eating accommodations and facilities. Free parking in the Museum parking lot. Metered parking in the adjacent lots. Free bicycle valet. Proceeds benefit the Museum.

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City Council Meeting

City Hall
1685 Main St, 5:30 p.m.
Visit www.smgov.net/departments/council for more information.

Legos and Games

Ocean Park branch library
2601 Main St., 3:30 - 4:30 p.m.

Come enjoy Legos and board games. Contact Karen Reitz at (310) 458-8683 for more information.

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

COMMUNITY BRIEFS

Downtown **Santa Monica Playhouse awarded two grants**

Santa Monica Playhouse Education Coordinator Serena Dolinsky has announced that the Playhouse has been awarded two grants from the City of Santa Monica Community Access and Participation (CAP) Grant Program and the Santa Monica Arts Commission, one to underwrite the "All Join In" Festival with free workshops and performances for the community Oct. 22- Nov. 4, 2014; the other to support ten school theatre field trips for SMMUSD third-graders during the 2014-15 academic year. The Playhouse officials said they are grateful to the City of Santa Monica for its forward-thinking support of the arts and arts programming and for making these opportunities available.

The "All Join In" Festival is centered around theatre events presented by Playhouse sister theatre PLAYBOX Theatre of the U.K. celebrating Shakespeare's 450 birthday with free performances and workshops.

There will be free daytime performances of "Alice and The Wonderful Tea Party" Saturday at 2 p.m. and Sunday at 12:30 p.m., Nov. 1-2, and of "MustardSeed's Magical Mayhem" Wednesday and

Thursday, Oct. 29-30 at 10 a.m. for the entire family to enjoy. There will be free evening performances of "A Comedy of Errors Re-Imagined" Wednesday, Oct. 29 and Thursday, Oct. 30 at 7 p.m., with a panel discussion/debate immediately following the performance. And a free Late-Night performance of "Shakespeare's Wronged Women" Thursday, October 30 at 9:30 p.m. England's renowned Playbox Theatre, helmed by Executive and Artistic Directors Emily Quash, Stewart McGill and Mary King, now in its 28th year, is an arts training program with centers in five major cities in England, reaching all ages, demographics and community with a program of study, performance and enrichment whose patrons include Adrian Noble (Artistic Director, RSC), Sir Ben Kingsley and performer Sophie Turner (Game of Thrones), and is one of only 21 arts organizations across the entire UK to be awarded a partnership with His Royal Highness The Prince of Wales Arts Foundation.

Performances will take place at the historic Miles Playhouse. Tickets are free but reservations are required.

There will be free public Shakespeare workshops taught by artists from PLAYBOX Theatre and Santa Monica Playhouse for all ages focus include a site-specific

street gathering of Shakespeare's characters, and a series of dynamic workshops focusing on themes and ideas and simulations from British theatre and Elizabethan music and movement, schedule to accommodate a variety of ages. Workshops will be presented Wednesday Oct. 22, from 4:30 to 6 p.m. for ages 6 to 11; Monday, Oct. 27, 4:30 to 6 p.m. for ages 12 -16; and Monday, October, 7:30 to 9 p.m. for ages 17 and up, with a special Enchanted Fairytale Interactive Theatre Adventure for kids 3 to 5 and their grown-ups that includes storytelling, face-painting, theatre games, enactment of a fairytale, craft-making and complimentary refreshments, on Tuesday, Nov. 4, from 10:30 to noon. All workshops take place at Santa Monica Playhouse and advance reservations are required.

The Playhouse's acclaimed Diversity-in-Education Program has been awarded a grant that will support a dynamic series of theatre field trips in which 1,000 third grade students in the Santa Monica-Malibu Unified School District (SMMUSD) will come to the theatre and participate in interactive professional musical productions, pre-show theatre arts preparation, post-show talk-backs and language arts workshops, and hands-on behind-the-scenes lighting, costuming and make-up experiences. The City

of Santa Monica Park/Youth Programs calls it "the most fantastic field trip of the year", a program that excites the imagination, offers practical study skills, and augments the VAPA (Visual and Performing Arts) Standards and State Standards in English, Theatre and Reading.

Interested educators wanting to find out how their classes can benefit and community members, private foundations, businesses and corporations who would like to find out more about how they can help the Playhouse fill the large number of requests for affordable supplemental school programming, workshops and low-cost performances, should contact Playhouse Co-Artistic Director Evelyn Rudie at (310) 394-9779 ext. 623 or theatre@SantaMonicaPlayhouse.com.

To make reservations for the free performances please call the Playhouse Box Office at (310) 394-9779 ext 1. For field-trip information or to participate in one of the free workshops, call the Education Department at (310) 394-9779 ext 3.

Santa Monica Playhouse is located at 1211 4th Street, in the heart of downtown Santa Monica, one block east of the Third Street Promenade or online at <http://SantaMonicaPlayhouse.com>

EDITED BY MATTHEW HALL

Faces of Silicon Beach: Ariel Kaye

BY ERIK HUBERMAN

Ariel Kaye is the founder of luxurious, affordable bedding company Parachute Home. After visiting the Almagro Coast, Ariel was inspired to provide the blissful, well-made bedding experience at a reasonable price. Erik Huberman, CEO of Hawke Media, talks to Ariel about Parachute, becoming an entrepreneur and growing up in Santa Monica.

Erik Huberman: What was it like growing up in Santa Monica?

A: My childhood in Santa Monica was pretty idyllic. I grew up with an amazing group of friends, many of who I am still extremely close with. Getting the opportunity to try new things, whether it be food, or sports, it just seemed like I was always on an adventure. I feel extremely lucky to have grown up here, and I'd be shocked if I do anything but raise my own family here, too. There are a lot of great things happening, and it's in close proximity to so much more.

E: What in your childhood, or even adult life, made you want to be an entrepreneur?

A: I've always been very curious. I grew up in a family that really encouraged me to follow an unconventional path, to travel, and to try new things. From a young age, I feel like I was exposed to a lot of different types of careers, and learned a lot about different options. A lot of my friends I grew up in Santa Monica started their own busi-

ness, and started an entrepreneurial path a little earlier than I did. I think watching them be so passionate about the things they love, the things they were working on, and the things they were creating made me realize that I really wanted to work hard, I really wanted to build things, I really wanted to make an impact. I was having a hard time doing that working for other people, and I was hungry to do something different, and to really explore, meet new people, take charge, and really do something on my own.

E: How did you come up with Parachute Home?

A: I've long been an enthusiast of, and very passionate about, the home space. Much of the inspiration for Parachute was through my own experiences of helping people decorating apartments and myself getting a nice bed, needing sheets and realizing that it could cost me up to \$1,000 - \$3,000 a set. Talking to my friends and realizing that they didn't know where to buy bedding, it seemed like there was really an opportunity there. I got super excited, and tried to learn and talk to anyone and everyone I could about their experience in textiles in the home space, and was told by everyone that this could be really great. I went on a sourcing trip to a bunch of factories, and was as excited and energized as I've ever been to start building a business. We're really trying to make buying luxury bedding easy, and flexible, and affordable.

You spend over 1/3 of your life in bed, so we think buying bedding should be as enjoyable as your best night's sleep. Everyone deserves that really luxurious, incredible experience.

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

A: As someone who entered this community a little less than a year ago, I've been so impressed with the kindness and the collaborative spirit that has welcomed me. Everyone is very supportive. Going through one of the local Launchpad accelerator programs, I felt like I was able to get really familiar with the community and find this incredible network of support, and friends, and people that I admire and inspire me. It makes building something that can be really challenging at times so much more enjoyable when you have that community and network behind you; people that are rooting for you, and are there to support you when you need it. I've got some incredible friends, and people that I know are going to be so successful and it's so fun to be part of that and watch my peers grow and achieve what they are striving for.

E: What's one piece of advice you'd give to an aspiring entrepreneur, one key thing you wish someone told you?

A: I'd say don't sweat the small stuff. I think when you're starting a business, you're so emotionally connected to this incredibly grueling and rewarding process. Such highs

and lows can manifest into some pretty strong emotions. It's really easy to get down in the hard times, and lose sight of reality in the good times. When I remember not to sweat the small stuff, I'm able to really focus on the present, and be productive, and keep moving in a way that ends up being best for myself and the business.

E: How is Parachute Home changing the world?

A: One of the most important things to me when I was starting this business is that we were going to be a socially conscious and responsible business and brand. We're really thrilled about our partnership with Nothing But Nets, a UN Organization, that provides insecticide-treated, anti-Malaria bed nets to families in Africa. With every purchase of our signature bedding set, The Venice, we donate a life saving net and give customers the opportunity to add an additional \$10 (or more) to their order to send additional nets. We're really proud of that partnership that we're providing people with great sleep and giving people safe sleep. That's something that's really important to our business, and something that's amazing to me, that we can be making a positive impact.

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

A: We welcome people to email us to set up an appointment to stop by our office if they want to check out our bedding. We'd love to have them!

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Your column here

Marcy Winograd
Send comments to editor@smdp.com

No privatization

WHEN I SEE A CITY OF SANTA MONICA TRUCK, ITS logo a swirl of ocean, I feel proud and reassured knowing my taxpayer dollars are invested in the public sector, in hiring workers who work for us, the residents, not a for-profit private contractor whose driving motive is to make money, sometimes at the expense of inferior service, such as dirty stench-ridden bathrooms or wilted dying trees.

On Tuesday night the Department of Public Works will ask our city council to - in an up or down vote - approve cumulative private for-profit contracts in the hundreds of thousands of dollars now, but if renewed over multiple years total almost \$21-million dollars. The City Council will consider outsourcing custodial jobs at the beach, the pier, Civic Center, city offices, and repair and detailing at the Big Blue Bus - work currently and previously performed by loyal hard-working city employees with clear lines of accountability leading straight to City Hall. Got a problem? You know whom to call.

If staff's recommendations are approved, however, these lines of accountability will look more like a sea of ambiguity, with pages and pages of private contracts subject to interpretation and litigation in the courts. Got a problem? Call that guy. No, call that guy. No, call that guy.

City staff argues in their reports that outsourcing or privatizing the public sector saves money. Not so.

Consider the external costs involved in the contractor controversy in 2013 when the city had to hire an outside auditor to investigate the work of a private contractor accused of planting dying trees near the beach.

Consider the external costs of hiring managerial and legal staff earning more than \$200,000 a year to oversee the competitive bidding process, contract writing and implementation, and investigation of contract violations.

Consider the cost of property taxes diverted from funding schools to bolstering county hospitals, the first and last refuge of a privatized employee with no health care benefits.

Consider the political cost of outsourcing work to non-union employers who can hire and fire workers at will, with no regard to collective bargaining rights or due process. Some argue privatization is a nationwide strategy to undercut the union movement, which fights for better wages, safe-working conditions, and essential benefits needed to survive.

Finally, consider the cost of inferior service because if the bid is too low the only way for a private contractor to reap a profit is to cut corners - hire fewer workers than needed, buy cheaper supplies.

Ah, the temptation.

Supporters of privatization argue it will save the city in mounting pension costs. Rather than punishing the workers at the bottom of the salary chain, let's examine how to economize at the top by scaling back salaries of city managers and attorneys.

Over 100 managerial and legal employees at SM City Hall earn between \$200,000 and \$300,000 a year, while the city treats its beach bathroom workers - front line soldiers protecting our public health against bacterial infection - as pawns in a race to the bottom. Think Wal-Mart.

I've personally walked the beaches and talked to beach bathroom workers who are fearful of losing their jobs if their work is outsourced. These workers have been cleaning our toilets, hosing cement walks, sorting litter, and lifting heavy equipment for upwards of 10 years - sometimes longer - without health care, sick pay, holidays, etc. - all because the city has misclassified these full-time "at will" workers as part-time and temporary.

In the words of one city worker fearful of outsourcing, "We work hard, but they don't give us any love."

Rather than adding insult to injury by outsourcing beach custodial jobs, our city should hire these hard-working people, virtually all people of color, as permanent full-time employees with health care benefits.

SEE COLUMN PAGE 5



My Write

Bill Bauer

Send comments to editor@smdp.com

Rich man, poor man

TOMORROW NIGHT, THE CITY COUNCIL will review plans for the redevelopment of the Bergamot Station Arts Center.

At issue is to whether the present, "funky but hip" Bergamot Arts complex should exist pretty much as is or be totally redeveloped as an upscale arts center with underground parking, new galleries, an arts/educational center, chic restaurants and cafes; a six floor boutique hotel, office space and a new, bigger home for the Santa Monica Museum of Art

Opinions vary widely on Bergamot's future - after all this is Santa Monica.

The present day Bergamot Station Arts center is a 62,000 square foot, five building complex on 5.6 acres at 2525 Michigan Avenue. City Hall purchased the land in 1989 for the future transit needs of the city. Also involved is an integrated, approximately two acre property privately owned by Bergamot gallery owner Wayne Blank.

Expo Light Rail - with a stop nearby at Olympic Boulevard and 26th Street - will start operation in early 2016. City Hall planners knew this would be an excellent time to redevelop the site especially since the entire Bergamot area was being repurposed and upgraded from primarily industrial to a broader array of uses including housing, commercial and creative office, transit, arts and entertainment related functions.

On November 27, 2012, council directed staff to issue a Request for Proposals from the top three development teams that had met qualifications in a developer evaluation process. On February 25, 2014, staff recommended that 26Street TOD Partners, LLC be retained to redevelop the arts complex. Parameters set forth by City Hall for the art center's redevelopment called for at least 75,000 square feet of arts-related space affordable to non-profit cultural organizations and for for-profit art galleries and space for the Santa Monica Museum of Art.

Open spaces and amenities to support public access to the light rail station were specified along with a general improvement of the environment that preserved existing buildings where feasible. Uses such as hotel, restaurant/bars, creative office space and cultural functions that would create a vibrant development where also mandated.

Conditions included parking with an emphasis on shared parking opportunities, ground leases based upon fair market values (Minimum \$610,000 rent per year to City Hall), exceptional architecture and a sustainable but functional design with a focus toward transit-oriented development and in harmony the recently approved Bergamot Area master plan.

At the February 25 meeting, after a lively discussion which covered parking and preservation of the 30 some existing galleries/arts related businesses, staff was directed to conduct additional research and come back to council with a final recommendation on a future developer and a more defined vision of the "new" Bergamot Arts Center.

Tomorrow night, City Council will determine whether the new Bergamot Arts Center

will be small and neighborhood-friendly or an overblown arts complex that doesn't meet community needs.

Parking at the new arts complex needs to be addressed. Should it be on-premises or should a 500 to 1,000 car garage be built on the adjacent city yard? On-site subterranean parking would be a plus but would necessitate closing galleries for at least a year during construction.

The hotel is another issue of contention. No hotel or small inn or full service, 68,777 sq. ft, 93 room, six floor hotel with food and alcohol facilities?

Lastly, is a significantly upgraded arts complex going to still be affordable and accessible for the average citizen? Or, will it become a regional arts, entertainment and cultural events magnet for the hoity-toity? Many locals, like me, want to keep it affordable and not see it turn into an upscale, overpriced tourist attraction.

I'm hoping for the former but, knowing this "bigger is better" City Council, I'm fearing the latter.

CALLAHAN'S IS CLOSING

The new owners of the property at 1213 Wilshire Boulevard (where Callahan's Restaurant is currently located) has applied for a Type 47 conditional use permit (CUP) to allow "on-site sale and consumption of beer, wine and spirits in a general eating place." It's before the Planning Commission Wednesday, August 27.

Callahan's will shutter at year's end. It will be missed just like all the other reasonably-priced coffee shops that catered to an older, established neighborhood clientele that have closed in the last few years. Yes, friends, the hipsters are taking over.

The address has no on-site parking. If this new bistro is successful and becomes popular, expect complaints from neighbors about noise, traffic and parking problems, especially at night when this new eatery will probably be busiest. Keep in mind that Callahan's closes early and doesn't serve alcohol. Planning commissioners, especially those three folks running for City Council, must say, "last call" on this alcohol CUP unless they want another neighborhood nuisance like Palihouse, South or The Parlor.

BOZO ON A BIKE

A week ago Friday evening, a number of pedestrians and I were crossing Wilshire Boulevard in the eastern crosswalk coming from the Third Street Promenade. We had the green light and "OK to cross" signal. A woman in her 20's westbound on Wilshire on a bicycle swerved in front of us, cutting us off and then swerved back into the northside Wilshire crosswalk at Third, ran the red light - causing vehicles southbound on Third Street to stop - and rode blithely on toward Ocean Avenue.

At times like this, one wishes a cop were around. This self-absorbed, two-wheeled menace wins ... drum roll, please ... my "Bozo on a Bike" Award for August, 2014.

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Too many vitamins

Dear EarthTalk

Is it true that much of our food—including cereals and snacks eaten by children—is actually over-fortified with excessive amounts of vitamins and minerals that can be dangerous to our health?

Diane Summerton

Waukesha, WI

ADDED NUTRIENTS IN THE PROCESSED foods we eat could indeed be too much of a good thing, especially for kids. According to a report from non-profit health research and advocacy group Environmental Working Group (EWG), nearly half of American kids aged eight and under “consume potentially harmful amounts of vitamin A, zinc and niacin because of excessive food fortification, outdated nutritional labeling rules and misleading marketing tactics used by food manufacturers.” EWG’s analysis for the “How Much Is Too Much?” report focused on two frequently fortified food categories: breakfast cereals and snack bars.

Of the 1,550 common cereals studied by EWG, 114 (including Total Raisin Bran, Wheaties Fuel, Cocoa Krispies, Krave and others) were fortified with 30 percent or more of the adult Daily Value for vitamin A, zinc and/or niacin. And 27 of 1,000 brands of snack bars studied (including Balance, Kind and Marathon bars) were fortified with 50 percent or more of the adult Daily Value for at least one of these nutrients. EWG researchers based their analysis on Nutrition Facts labels on the various food items’ packaging.

“Heavily fortified foods may sound like a good thing, but it when it comes to children and pregnant women, excessive exposure to high nutrient levels could actually cause short or long-term health problems,” says EWG research director Renee Sharp, who co-authored the report. “Manufacturers use vitamin and mineral fortification to sell their products, adding amounts in excess of what people need and more than might be prudent for young children to consume.”

Sharp adds that excessive levels of vitamin A can lead to skeletal abnormalities,

liver damage and hair loss, while high doses of zinc can impede copper absorption, compromise red and white blood cells and impair immune function. Also, too much vitamin A during pregnancy can lead to fetal developmental issues. And older adults who get too much vitamin A are at more risk for osteoporosis and hip fractures.

EWG suggests it’s time to overhaul our food labeling system to better account for how ingredients may affect children as well as adults. “In other words, when a parent picks up a box of cereal and sees that one serving provides 50 percent of the Daily Value for vitamin A, he or she may think that it provides 50 percent of a child’s recommended intake,” says EWG researcher and report co-author Olga Naidenko. “But he or she would most likely be wrong, since the Daily Values are based on an adult’s dietary needs.”

EWG is working on the U.S. Food and Drug Administration (FDA) to update its guidelines for Nutrition Facts to better reflect how foods affect children as well as adults. In the meantime, parents might want to consider scaling back on fortified foods for their kids in favor of so-called whole foods (unprocessed, unrefined fruits, vegetables and whole grains) that deliver the right amounts of nutrients naturally.

“Research consistently shows that the nutrient amounts and types found in whole foods provide optimal nutrition as well as least risk,” says Ashley Koff, a registered dietitian and a former ad executive for kid’s cereals and snack bars. “We owe it to parents and kids to make it easiest to choose better quality foods.”

EWG’s “How Much Is Too Much?” report can be found at www.ewg.org/research/how-much-is-too-much.

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COLUMN FROM PAGE 4

Instead, after a decade or longer of exploiting them, the city wants to skirt the Affordable Care Act by outsourcing their labor. I imagine this is what a lot of these new contracts are about - skirting the health care law, while shifting health care costs to LA County hospitals, where taxpayer costs escalate to pay for delayed medical treatment. Crisis management.

Under the Affordable Care Act, a business

must provide health care coverage to employees working 30 hours or more per week. I hope we’re not going to continue hearing about 29-hour a week custodians.

Show up at Santa Monica City Hall on Tuesday night at 6 p.m.

Stop the Wal-Martization of Santa Monica. Marcy Winograd is a former congressional peace candidate who learned about labor struggles volunteering for Cesar Chavez’s United Farm Workers union in the grape fields of California. She teaches English to special education students at Venice High School.



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Surf Forecasts

Water Temp: 70.6°

MONDAY – FAIR TO GOOD – SURF: 3-4 ft waist to shoulder high occ. 5ft SSW Lowell swell fading, but possible fresh dose of SW tropical swell building in (STAY POSTED); Holding blend of SW and South Southern Hemi swells; Minimal NW windswell; Cleanest in AM

TUESDAY – FAIR – SURF: 2-3 ft Knee to chest high occ. 4ft Possible new pulse of SW tropical swell, STAY TUNED FOR UPDATES; Holding blend of SW and South Southern Hemi swells; Minimal NW windswell

WEDNESDAY – FAIR – SURF: 2-3 ft Knee to chest high Modest blend of SW-South Southern Hemi swells and SW tropical swell; Keep an eye on the tropics for possibly more tropical swell; Stay tuned, pending development

THURSDAY – FAIR – SURF: 2-3 ft Knee to chest high Modest blend of SW-South Southern Hemi swells and SW tropical swell; Keep an eye on the tropics for possibly more tropical swell; Stay tuned, pending development

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 August 20, 2014

HEAL THE BAY - 1444 9th Street, Santa Monica, CA 90401 - beachreportcard.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 -- 0
Number of A grades for dry/wet weather -- 41 / 37
Number of (C,D,F) grades for dry/wet weather -- 2 / 6

The Beach Report Card is made possible by:

Swain Barber Foundation

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

LOCATION	DRY	WET
Leo Canillo Beach, at Arroyo Sepul Creek mouth.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
(I) Pescadero State Beach, between Larches and Las Alas creeks.		
Enclave Canyon at (I) Matadero State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	A+	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildlife Rd. (private).	A+	A+
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	A+
Escalante Creek, just east of Escalante State Beach.	A+	A+
Ledger Canyon Creek mouth.	A+	A+
Solstice Canyon at San Benito County Beach.	A+	A+
Puente State Beach at creek mouth.	A+	A+
Marin Canyon storm drain at Puente Beach, at 24572 Malibu Rd.	C	F
Surfside Beach at Malibu Colony fence.	A+	A+
Surfside Beach (beach location) - daily.	A	A+
Malibu Pier - 50 yards east.	A+	B
Carbon Beach at Sweetwater Canyon.	A+	A+
Las Flores State Beach at Las Flores Creek (point north).	A+	A+
Big Rock Beach at 10948 PCH stairs.	A+	A+
Pine Creek at Las Torres County Beach.	A	A+
Tuna Canyon.	ns	ns
Tapanga State Beach at creek mouth.	A	A+
Castroville Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A+	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset 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 nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use science, education, community action and advocacy to pursue our mission.

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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 swimmers are happy.

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.

KNOW BEFORE YOU GO

Expo Light Rail Line

For the week of Aug. 25, please note the following activities:
7th St. and Colorado Ave. - Full closure of intersection for rail crossing construction from Sept. 2 -12. For more information, visit <https://www.facebook.com/SMConstructs> or http://www.smgov.net/departments/publicworks/civeng_kbug.aspx
Colorado Avenue between 5th & 18th Streets - Expect west-bound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between 6th and 18th Street will have limited access at Colorado.
14th St. and Colorado Ave: Traffic signal outage on Aug. 26 - 27, TSO officers will be onsite both days to assist with traf-fic control.
17th St. and Colorado Ave: Eastbound Colorado Ave. and northbound right-turn lane clo-sures during daytime hours.
20th St. between Colorado Ave. and Olympic Blvd.- Northbound and southbound lane clo-sures during daytime hours.
Stewart St. b/w Olympic Blvd. and Exposition Blvd.- Northbound and southbound lane closures during daytime hours, traffic will be maintained.
Olympic Blvd. between 20th St. and Stewart St. - Eastbound and westbound lane clo-sures between 9 a.m. and 3 p.m.
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).



Alley Resurfacing Project

For the week of Aug. 25 - Aug. 31, the alley will be closed beginning 24 hrs, from 7:30 a.m. Monday, Aug. 25 and will re-open Aug. 31 at 9 a.m. Monday morning. Construction will occur on 2600 Wilshire Pl South to Princeton (the alley south of Wilshire Blvd) and 2500 Wilshire Pl South to 26th (the alley south of Wilshire Blvd). Please be advised that concrete operations will generate noise and dust. Questions should be directed to the Public Works Street & Fleet Services Division at (310) 458-4991. For more information, visit www.smgov.net/streets.

Bus Stop Improvement Project (BSIP)

For the week of Aug. 25, citywide installation of new bus shelters will continue. Construction will involve intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:
LINCOLN
1912 Lincoln Blvd. between Pico Blvd. and Bay St. (west side of Lincoln)
2601 Lincoln Blvd. between Ocean Park Ave. and Hill St. (east side of Lincoln)
MAIN
2905 Main St. between Ashland Ave. and Marine St. (east side of Main)
2601 Main St. between Ocean Park Blvd. and Hollister St. (east side of Main)
PICO
1800 Pico Blvd between 16th St. and 20th St. (south side of Pico)
1819 Pico Blvd between 18th St. and 19th St. (north side of Pico)
Traffic control measures will be employed in all work zones. Use alternate routes when-ever possible. For all bus boarding information, please visit www.bigbluebus.com/bsip or call (310) 451-5444. For construction information, please contact Alex Parry, Project Manager at (310) 458-8981.

Annual Tree Trimming

For the week of Aug. 25, the City's annual tree pruning program will take place on 7th Street - Ocean Park to South City Limits, 4th Street - Pico to Ocean Park, 5th Street - Marine to South City Limits, 6th Street - Marine to South City Limits and 10th Street - Pico to Ocean Park. Partial lane closures will occur. All work will take place between 8 a.m. - 5 p.m. For further information, please contact Matthew Wells, Urban Forester at (310) 458-8974.

Moomat Ahiko Rehabilitation Project

Beginning in mid-September, roadway rehabilitation will take place on Moomat Ahiko Rd resulting in a full closure between Ocean Ave and Pacific Coast Highway (PCH), 24-hours-a-day, seven days a week. During construction PCH can be accessed by using the California Incline as well as State Route I-10. Please expect delays and use alternate routes whenever possible. For more information, please contact Hany Demitri, Civil Engineer, (310) 458-8721 ext. 5385

Private Development

Southern California Edison (SCE) Underground Electrical Vault Replacement - For the week of Aug. 25, 2014, there will be intermittent lane closures on Pico Blvd from 4th St to Lincoln Blvd., and on 11th St from Pico to Ocean Park during the hours of 8 a.m. and 5 p.m. daily. Please use alternate routes whenever possible. For more information, please contact SCE at (800) 611-1911.
Southern California Gas Company Gas Main Installation Project - For the week of Aug. 25, 2014, there will be an eastbound lane closure on Colorado Blvd from Ocean Ave to 4th Street during the hours of 8 a.m. and 4 p.m. daily. Please use alternate routes whenever possible. For more information on this project, please contact Mike Grimm, Project Manager at (310) 605-4180 or via email at MGrimm@semprautilities.com
Santa Monica Place Theatre - There will be lane closures on 4th St and Colorado Ave.
Santa Monica-Malibu USD Lincoln Middle School - 14th street between California and Washington will have fencing installed in the northbound lane. The center turning lane will be used by northbound traffic. The Southbound lane will remain open. Estimated date of completion is by September, 2014.
Santa Monica-Malibu USD Santa Monica High School - 7th Court between Olympic Drive and Michigan Ave will be closed for ongoing Construction Work. For more information, please contact Gary Bolin at (310) 399-5865 ext.79-394

Bond funds conservancies with unclear water role

FENIT NIRAPPIL
Associated Press

SACRAMENTO On the outskirts of Los Angeles, the Baldwin Hills Conservancy is a haven of hiking trails, sports fields and a look-out point with panoramic views of downtown to the east and the Pacific Ocean to the west.

The former oil-drilling patch of rolling hills sits along a flood-control channel, but it doesn't provide a drinking water source nor is it part of Southern California's water-delivery system. Even so, the conservancy stands to gain \$10 million if voters approve the \$7.5 billion water measure that state lawmakers and Gov. Jerry Brown placed on the November ballot this month amid the state's historic drought.

It is one of 10 conservancies, state agencies charged with preserving and expanding open space from the coast to the desert, that would share nearly \$298 million under the proposal. The measure, known as Proposition 1, also funds new reservoirs, groundwater cleanup and technologies for water recycling and desalination.

The ballot measure replaces an \$11 billion water bond that passed in 2009 but never went to a statewide vote. Lawmakers tout the new plan as free of the special interest projects that undermined the old bond.

Yet, supporters of the revised water measure acknowledge that conservancy funding was key to winning votes from lawmakers who wanted to show they helped their districts, even if the projects have little to do with water.

"That was part of the whole balancing of the needs of the state and the different members (of the Legislature), so it is what it is," said Senate Minority Leader Bob Huff, R-Diamond Bar. "Certainly when you compare it to the 2009 bond, this is a lean, efficient, useful bond."

The spending on the regional conservancies in 2009 was among the biggest targets of the bond's critics. It specified money for interpretive centers, education programs, river parkways and other projects with no direct connection to the stated intent of the water bond.

The current version that will go before voters provides only general amounts of money that would be funneled to each of the conservancies, but it strips the language that specified how it should be spent.

"What you see with this streamlined bond is they learned the lesson from last time," said Chuck Devore, a former Republican Assemblyman who criticized spending in the previous water bond and now works for a Texas think tank. "This time, you have a modest serving of pork, and it's nicely disguised on the plate so it's not as visible."

The ballot measure language restricts conservancy spending to "multibenefit water quality, water supply, and watershed protection and restoration projects." Lawmakers and interest groups involved in the water negotiations acknowledge that bicycle trails, interpretive centers and other such projects still could receive money under the measure, which officially is named the Water Quality, Supply and Infrastructure Improvement Act of 2014.

Baldwin Hills Conservancy director David McNeill said bond money could contribute to recycling programs that would provide irrigation water for park land and cemeteries, while also reducing pollution in Ballona Creek, which extends to Santa Monica Bay. State Sen. Holly Mitchell, a Democrat who represents the area, says the conservancy often gets a "raw deal" because of its urban location but is a valuable amenity to the surrounding commu-

nities, many of which are low-income.

Environmentalists defend the money for conservancies contained in the ballot measure, saying protecting wildlife habitat and watersheds is a crucial part of a comprehensive water plan for the state even if it does not result in more water pouring out of the tap.

The conservancy funding is included in a part of the water measure that provides \$1.5 billion for protecting waterways and wildlife, the second largest slice of money behind the \$2.7 billion allotted for new reservoirs and other water storage projects.

"California has the most engineered water system in the world, but that's come at a pretty significant cost to the environment," said Jay Ziegler, director of external affairs at The Nature Conservancy. "It's an oversimplification to say we just need a bond that's just focused on water supply or storage."

Officials who run conservancies say their projects affect water more than appears on first blush.

The Coachella Valley Mountains Conservancy, which seeks to preserve the parched hills and sand dunes that stretch from Palm Springs to the Salton Sea, stands to gain \$10 million from the bond.

Executive Director Jim Karpiak said while the rivers in the area are almost always dry, his conservancy plans to buy land to maintain a drainage system that fills aquifers during the occasional torrent of rain.

"Preserving the natural land is critical for that purpose," he said.

The San Diego River Conservancy, which would receive \$17 million under the ballot measure, hopes to complete gaps in 17 miles of now disconnected bicycling and pedestrian trails.

Executive Officer Kevin McKernan said the parkway is more than just a trail. He said it also serves as a buffer against sediment running into the river, which is dry much of the year below the El Capitan dam and consists primarily of runoff from towns and cities east of downtown San Diego.

Some Republican lawmakers have raised concerns about how closely taxpayer money flowing to the conservancies is being monitored.

A 2009 audit by the state Department of Finance questioned the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy spending \$1.3 million intended for parks and conservation on administration. It also found that \$55,000 in bond money was spent on lobbying services.

The conservancy disputed the findings and said its spending was legitimate. It stands to receive \$30 million under the November ballot measure.

Another audit by the finance department, in 2004, found that the Santa Monica Mountains Conservancy failed to "adequately manage, control, or oversee" \$7 million while spending on "excessive" overhead charges, legal fees, administrative costs, sick pay and vacation.

The conservancy's chief staff counsel, Jeff Maloney, said follow-up state audits showed no major problems and acknowledged the reforms that conservancy had put in place.

Democratic Sen. Fran Pavley of Augora Hills, said transparency provisions in Proposition 1 would prevent repeats of fiscal mismanagement. For example, grants would be approved by a board including local officials during public meetings in the affected areas.

"Most people would rather have a local voice than Sacramento making decisions," she said.

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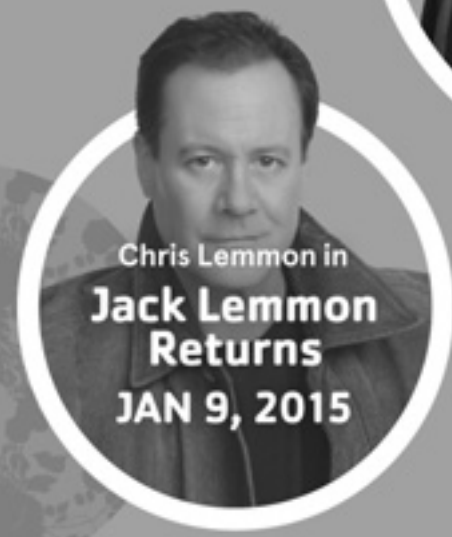
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King Lear
NOV 5, 2014



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Northanger Abbey
DEC 5, 2014



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MOVIE TIMES

<p>Aero Theatre 1328 Montana Ave. (310) 260-1528</p> <p>Thunderball / The Untouchables 7:30 p.m.</p> <p>AMC Loews Broadway 4 1441 Third Street Promenade (310) 458-3924</p> <p>Boyhood 2:43 (R) 2:30 p.m., 6:15 p.m., 9:45 p.m.</p> <p>The Hundred-Foot Journey 2:02 (PG) 2:15 p.m., 4:10 p.m., 7:05 p.m., 10:05 p.m.</p> <p>Lucy 1:29 (R) 1:45 p.m., 5:05 p.m., 7:40 p.m., 10:15 p.m.</p>	<p>The Giver 1:37 (PG-13) 2 p.m., 4:30 p.m., 7:20 p.m., 9:55 p.m.</p> <p>AMC 7 Santa Monica 1310 Third St. (310) 451-9440</p> <p>The Expendables 3 2:08 (PG-13) 11:25 a.m., 1:30 p.m., 4:25 p.m., 7:20 p.m., 10:15 p.m.</p> <p>Frank Miller's Sin City 2: A Dame To Kill For 1:42 (R) 3D 11 a.m., 4:15 p.m., 7:50 p.m., 10:10 p.m.</p> <p>Frank Miller's Sin City 2: A Dame To Kill For 1:42 (R) 2 p.m.</p> <p>Guardians of the Galaxy 2:01 (PG-13) 3D 1:25 p.m., 7 p.m.</p>	<p>Guardians of the Galaxy 2:01 (PG-13) 11:10 a.m., 4:45 p.m., 10:25 p.m.</p> <p>If I Stay 11:15 a.m., 2:10 p.m., 4:55 p.m., 7:35 p.m., 10:05 p.m.</p> <p>Let's Be Cops 1:44 (R) 11:35 a.m., 2:20 p.m., 5 p.m., 7:40 p.m., 10:30 p.m.</p> <p>Teenage Mutant Ninja Turtles 1:41 (PG-13) 3D 5:15 p.m., 10:30 p.m.</p> <p>Teenage Mutant Ninja Turtles 1:41 (PG-13) 11 a.m., 2:30 p.m., 7:55 p.m.</p> <p>When the Game Stands Tall 1:55 (PG) 11:05 a.m., 1:40 p.m., 4:30 p.m., 7:30 p.m., 10:20 p.m.</p>
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For more information, e-mail editor@smdp.com

MEET A FRIEND FOR MUNCHIES, LEO

ARIES (March 21-April 19)
★★★★ Tap into your creativity when dealing with a willful associate. This person could be irrational, and he or she might be stuck on an idea about a particular topic. Tonight: Squeeze in some exercise.

TAURUS (April 20-May 20)
★★★★ You might not be in a Monday mood right now; you probably would be happier being frivolous or in weekend mode. A partner or loved one could be quite irritable and difficult. Tonight: You have a choice to make!

GEMINI (May 21-June 20)
★★★★ Return calls right away, as there could be some information waiting to be shared. Schedule meetings only after you have caught up on those calls. You might want to change your plans slightly. Check out an offer that might affect your personal life. Tonight: Implement a change.

CANCER (June 21-July 22)
★★★★ Take stock of your finances before you get going today; you might have made a mistake in your math. A risk will seem like a bad idea, no matter how you look at it. A discussion in the late afternoon could be more significant than you initially realize. Tonight: Let work become play.

LEO (July 23-Aug. 22)
★★★★ You'll start the day feeling energized, but an obstacle with a family member is likely to slow you down. Consider your options more carefully. A partner will have a lot to share. Be more open today. Tonight: Meet a friend for munchies and to catch up on news.

VIRGO (Aug. 23-Sept. 22)
★★★ You could wake up on the wrong side of the bed. Sometimes it takes a lot to get you straightened out when you are this off-kilter. You tend to be guarded with your words right now. Tonight: Feeling your Wheaties. Anything goes.

LIBRA (Sept. 23-Oct. 22)
★★★★ A friendship holds unusual significance at this moment. This person makes all the difference in what happens to you and your choices. You'll feel supported. An issue that causes financial tension could need some clarification. Tonight: Vanish quickly.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You might want to head in a new direction or do something very differently. There is a side of your personality that is not a risk-taker, and it could hold you back. Tonight: Be noticed.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Look beyond the obvious. Detach in order to see what is going on behind the scenes. You'll need to get past a moment of negativity that could be coloring your thinking. Once you decide to go in a certain direction, others will follow. Tonight: Could go very late.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ A partner or associate has a vision that he or she would like to share with you. Try to be supportive, even if you feel out of sorts. A meeting will allow everyone to air out his or her feelings. Pull back rather than trigger. Tonight: Use your imagination.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ Others will come toward you. You are likely to gain a new perspective as a result of what you hear and see. Try to get a broader vision of what is going on. A must appearance later in the day might get you thinking. Tonight: Enjoy chatting with a favorite person over dinner.

PISCES (Feb. 19-March 20)
★★★★ Move in a new direction. Don't overthink things; otherwise, you could feel your confidence drop. Someone will want you to follow him or her. You might want to say "yes" and see a situation through this person's eyes. Tonight: It would be best not to be alone.

Monday, August 25, 2014

This year you open up to the possibility of letting go of what no longer works. You are one year away from starting a new life and luck cycle. In order to maximize the effect of this cycle, eliminate everything that doesn't add to your life. You then will be clear to allow new opportunities and people into your life. If you are single, you could meet someone who is emotionally unavailable. Take your time getting to know this person. If you are attached, the two of you love to go on weekend getaways together; it adds to the glue between you and increases your emotional security. VIRGO can be very critical of you.

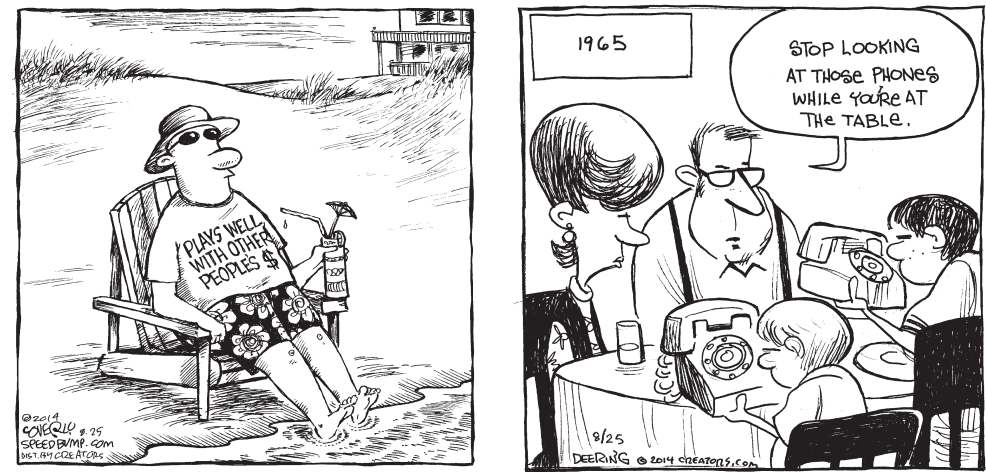
JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:
★★★★★Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

INTERESTED IN YOUR DAILY FORECAST?

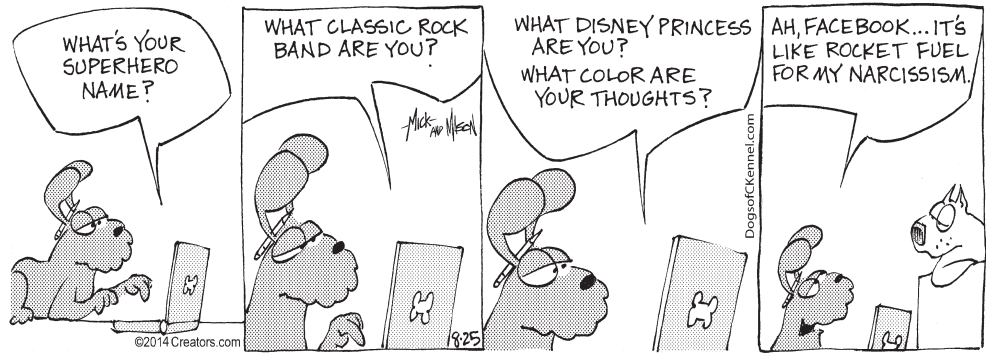
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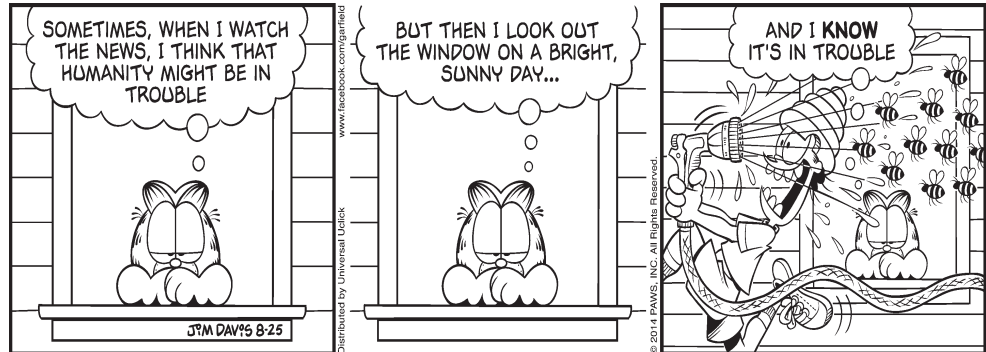
Speed Bump By Dave Coverly Strange Brew By John Deering



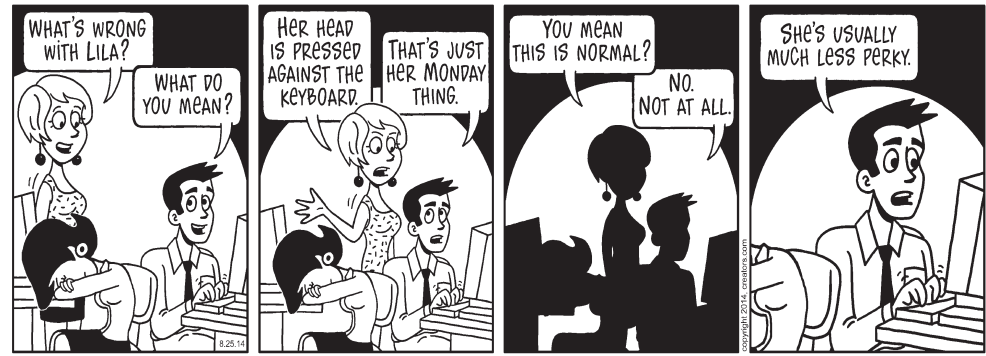
Dogs of C-Kennel By Mick and Mason Mastroianni



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 ★

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

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

DAILY POLICE LOG

The Santa Monica Police Department responded to 440 calls for service on Aug. 23

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

- Fight at 11th and Wilshire at 12:11 a.m.
- Fight on the 1900 block of 14th St. at 2:18 a.m.
- Fight on the 1800 block of 17th St. at 3:10 a.m.
- Traffic accident on the 1400 block of 14th St. at 8:06 a.m.
- Silent alarm on the 1100 block of Montana Ave. at 8:34 a.m.
- Vandalism on the 2300 block of 31st St. at 9:01 a.m.
- Battery on the 1100 block of 6th St. at 9:39 a.m.
- Traffic accident at Lincoln and Ocean Park at 9:42 a.m.
- Traffic accident at Main and Pacific at 10:05 a.m.
- Vandalism on the 1700 block of 11th St. at 11:03 a.m.
- Battery at 7th and Olympic at 11:18 a.m.
- Traffic accident on the 1400 block of Lincoln Blvd. at 12:32 p.m.
- Burglary on the 400 block of Pico Blvd. at 12:38 p.m.
- Auto burglary on the 500 block of PCH at 12:59 p.m.
- Burglary on the 3100 block of 5th St. at 1:03 p.m.
- Defrauding an innkeeper on the 400 block of Santa Monica Pier at 1:52 p.m.
- Bike theft on the 2100 block of Ocean Park Blvd. at 4:26 p.m.
- Hit and run at Ocean and Olympic at 6:30 p.m.
- Drinking in public at Lincoln and Pico at 6:47 p.m.
- Fight on the 2400 block of 23rd St. at 6:48 p.m.
- Auto burglary on the 1100 block of 22nd St. at 6:50 p.m.
- Hit and run on the 300 block of Olympic Dr. at 7:56 p.m.
- Auto burglary on the 600 block of Marguerita Ave. at 8:05 p.m.
- Auto burglary on the 2700 block of the beach at 8:09 p.m.
- Shots fired on the 800 block of Pine St. at 8:14 p.m.
- Vandalism at the Promenade and Broadway at 8:38 p.m.
- Overdose on the 100 block of Colorado Ave. at 8:47 p.m.
- Auto burglary on the 1500 block of PCH at 9:08 p.m.
- Fight on the 500 block of Marguerita Ave. at 9:45 p.m.
- Party complaint on the 300 block of Hill St. at 10:50 p.m.
- Drinking in public on the 1400 block of Franklin St. at 11:04 p.m.
- Party complaint on the 1300 block of Euclid St. at 11:36 p.m.
- Drunk driving on the 2200 block of 4th St. at 11:57 p.m.



MYSTERY PHOTO

Matthew Hall matt@smdp.com

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

CROSSWORD

By THOMAS JOSEPH

ACROSS

- 1 Imitated
- 5 Sleepy mammal
- 10 Sandwich shop
- 11 Chatty bird
- 13 N. Mex. neighbor
- 14 German chancellor Merkel
- 15 Bird's stomach
- 17 Spots on TV
- 18 Stritch and May
- 19 Use a chair
- 20 Conclusion
- 21 Fibula or femur
- 22 Came up
- 25 Breathing organs
- 26 Diatribe
- 27 Entertainment industry, slangily
- 28 Gardner of film
- 29 Cross-words and the like
- 33 Auction action
- 34 With consequences
- 35 Bored by routine
- 37 Stellar bear
- 38 Red shade

DOWN

- 39 Hard journey
- 40 Passover feast
- 41 "Auld Lang —"
- 1 Wise saying
- 2 Danger
- 3 "My Fair Lady" heroine
- 4 Most giddy
- 5 Didn't punish
- 6 Comes to earth
- 7 Assn.'s kin
- 8 Crime against the state
- 9 Football foul
- 12 Tries a bite of
- 16 Writer Rice
- 21 Army barber's offerings
- 22 Language of Qatar
- 23 Deep gorges
- 24 If challenged

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

Saturday's answer

- 25 Judy's daughter
- 27 Stick in the fridge
- 29 Brief rest
- 30 Brit's truck
- 31 German steel city
- 32 Tent anchor
- 36 Free (of)

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

1	2	3	4		5	6	7	8	9	
10					11					12
13					14					
15					16				17	
18									19	
				20				21		
22	23	24					25			
26						27				
28					29				30	31
33					34					
35				36				37		
38								39		
	40							41		

Procrastination is a problem when it comes to doing my disaster plan. As a business owner I have a lot to do. It's not like a disaster is going to happen tomorrow. Besides, we have that new business pitch. I've been waiting for this to happen for a while now. I'll get the disaster plan finished eventually. Nothing to worry about, it'll happen.

Whether natural or man-made, at least one in four businesses affected by a disaster never recovers. Though emergencies are unpredictable, when you have a plan in place you can adapt, recover and stay in control.

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Make a plan.

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NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ (1) Up-and-coming Sicilian mobster Domenico Palazzotto, 28, was outed in August by Italy's L'Espresso magazine as the owner of an ineffectively pseudonymous Facebook page showing off his muscled, bare-chested body and perhaps recruiting members. One fan asked, "Do I need to send a (resume)?" "Yes, brother," came the reply. "We need to consider your criminal record. We do not take people with clean records." Palazzotto operates out of Palermo and listed among his "likes" the singer Kenny Loggins. (2) Similarly young, body-obsessed Egyptian jihadist/gym member Islam Yaken, according to his postings on Facebook-type social media sites, is a law school graduate fluent in English, French and Arabic, allowing him to describe the particular viciousness that he and his brothers and sisters will wreak upon infidels.

■ A jury's murder conviction, and the 15-to-life sentence it carried, against Daniel Floyd in Brooklyn, New York, for a 2008 killing went for naught in July when the Brooklyn Supreme Court ordered a retrial (with witnesses forced to testify all over again). The sole reason the court cited was a decision by the trial judge on the first day -- to seat the potential jury pool and not Floyd's mother, who, because she was temporarily left standing that first day, argued successfully that her son's right to a "public" trial had been violated.

TODAY IN HISTORY

1988 - The Chiado area in Lisbon is partially destroyed by a fire.

1989 - Mayumi Moriyama becomes Japan's first female cabinet secretary.

1991 - Belarus gains its independence from the Soviet Union



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Local

10

MONDAY, AUGUST 25, 2014

Santa Monica Daily Press

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ART

FROM PAGE 1

and that unless the RFP was completely reissued, Bergamot as it's currently known would cease to exist.

"We went into this because we believe in art and what we do," she said. "If you put in underground parking, we have to go."

Residents were overwhelmingly opposed to the proposals but several speakers praised the opportunity to think about Bergamot and to develop a larger plan for the local arts community. However, some speakers said any changes were unnecessary.

Lia Skidmore questioned the need to make any changes to Bergamot. "We already have the jewel, it's perfect," she said.

Wayne Blank, a gallery owner who is credited as founding the Bergamot community, used his speaking time to acknowledge rumors regarding the sale of his property to a development team. However, when asked by Commission Chair Michael Myers if the property had in fact been sold, Blank said the details weren't pertinent.

"I brought it up but I'm not about to speak about it," he said.

At one point, Blank had been part of one

development team but he withdrew from the process earlier this year. He said any of the proposals would remove his legacy from the Bergamot project.

"I'm now going to be a gallery owner again," he said.

Myers said the Commission chose to support staff's recommendation of an exclusive negotiation with the 26th Street team not necessarily to move the project forward but to provide for a system that allows the developer to begin a community dialogue. Included with their support were several recommendations including the formation of a citizens' panel to work with the developer and more information regarding the public/private partnership on the site.

"The developer wants (the community) to be part of the project but no developer can continue to solve the problems without negotiating powers," he said.

Greg Reitz, representing a proposal from ReThink Development acknowledged the project could change based on input from the community.

"It sounds like it could be a very different project than any of us have proposed," he said.

Visit www.smgov.net/bergamot for more information on the proposals.

MATT@smdp.com

HISTORY

FROM PAGE 1

for the United States but the water wars were in full swing. In August of 1914, City Council asked the State Railroad Commission to appraise the properties of the four water companies operating in Santa Monica.

"Many prominent local people say that Santa Monica must soon either establish its own municipal water plant," read one L.A. Times article, "or let the Owens River water flow in the local mains."

DANGER

August of 1914 did little to dispel the notion that, in its infancy, the Bay City was a never-ending cycle of dark or slapstick deaths and injuries:

A police officer crashed his motorcycle trying to pass a horse and wagon on a dangerous curve.

Joe Rivers faced jail time for three times exceeding 40 miles per hour on Seventh Street.

An ice man lost two toes, and stood to

lose his lower leg, after getting it caught up in an ice machine.

While walking next to the newly completed Higgins apartment hotel, Julio Martinez was struck by a falling brick. No one was working on the hotel at the time and the incident stumped police. The blow fractured Martinez's skull and "doctors (held) out little hope for the injured man's life."

A 13-year-old girl, skating Downtown, collided with a motorcycle.

A man on a bicycle, en route to a favorite fishing spot, crashed his bike and lay, as of the then-press time, "at the point of death."

Two fisherman found a floating body off the coast. Of course, the man's left forearm was tattooed with a revolver, two crossed cutlasses, and a mermaid. "Just about his thumb" was an anchor tattoo, for good measure.

Mrs. Moses Hostetter, a 60-year-old nurse, died of heart failure at the exact instant that she delivered Mrs. G.W. Osborne's baby boy into the world. It was, the Los Angeles Times said, "as if fate decreed that when a life came into this world, a life must be paid in return."

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NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the **Santa Monica Community College District (SMCCD)** will hold a public hearing on the 2014-2015 **Proposed Budget** for approval by the Board of Trustees.

The Proposed Budget Documents will be available for review at the Santa Monica College Business Administration Office, 2714 Pico Blvd., Santa Monica, CA 90405 or the SMCCD webpage <http://www.smc.edu/ACG/Pages/Trustees-Meeting-Information.aspx>, starting at 5:00 p.m. of Friday, August 29, 2014.

The public hearing will be held in the **Santa Monica College Board Room (Business Building Room 117)**, 1900 Pico Blvd., Santa Monica, CA 90405 on **Tuesday, September 2, 2014** at 7:00 P.M., during the regularly scheduled meeting of the Santa Monica College Board of Trustees, at which time and place, interested persons may attend and be heard.

Robert Isomoto, Vice President, Business/Administration

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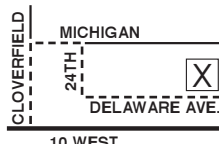
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Mets lose 7-4 to Dodgers in deGrom's return

JOE RESNICK

Associated Press

LOS ANGELES - David Wright's struggles at the plate continued as the New York Mets welcomed Jacob deGrom back to the starting rotation.

The rookie right-hander gave up five runs and five hits over six innings on Saturday night and struck out seven in a 7-4 loss to the Los Angeles Dodgers.

In his first start since a stint on the disabled list, deGrom's 86-pitch effort was marred by a go-ahead three-run homer to Adrian Gonzalez in the fifth inning.

"I felt good. A lot of outings come down to a few pitches, and I didn't make the big pitches when I needed to," said deGrom (6-6), who had been sidelined with rotator cuff tendinitis since Aug 7. "The pitch to Gonzalez was up and away, and I was trying to go down and away."

Gonzalez, who leads the Dodgers with 87 RBIs, gave them a 5-3 lead with his 18th homer after pitcher Zack Greinke singled and deGrom walked Carl Crawford with two outs. The Dodgers hit three homers against deGrom in a 4-3 road win on May 21, but he has yielded just two in 75 1-3 innings in his last 12 outings.

"Jake threw the ball well, and I was very pleased with what I saw," Mets manager Terry Collins said. "I was hoping he could start the next inning and get his pitch count up a little bit so that it wouldn't be an issue in his next start."

Juan Lagares opened the scoring in the fourth with his third homer after Lucas Duda singled and Travis d'Arnaud reached on a fielding error by third baseman Miguel Rojas. Gonzalez got one of the runs back in the bottom half with an RBI single and added a sacrifice fly in the seventh.

"The only time Jake got hurt was when he made a couple of mistakes to Adrian, and he's the kind of player who's going to make you pay for it," Collins said. "Adrian's a really good hitter, and he gets paid a lot of money to drive in runs."

Wright was 0 for 5 with two double-play grounders and two strikeouts, lowering his average to .265. The franchise's career leader in several offensive categories is batting just .206 over his last 26 games with four RBIs and 19 strikeouts and has grounded into 21 double plays.

Collins didn't sound prepared to give him off on Sunday in the series finale.

"I don't think the stars need that stuff. They've got to figure it out on the field," Collins said. "This guy is the leader on this team, and we need him out there. But in my time here, I haven't seen him scuffle like he has this year."

"In my daily conversations with him, he's not hurt. He's healthy. But I certainly don't have an answer to why he's going through what he's gone through."

Daniel Murphy had a pair of singles, raising his NL-leading hit total to 157. The only players in Mets history to finish a season with the most hits were Lance Johnson (227 in 1996) and Jose Reyes (204 in 2005).

The Dodgers beat the Mets for the 13th time in 15 meetings and increased their NL West lead over San Francisco to 4 1/2 games.

Greinke (13-8) allowed four runs - three earned - and nine hits in seven innings, throwing 105 pitches on seven days' rest. He struck out four after he was pushed back two days because of elbow discomfort.

"I'm sure it helped some," Greinke said. "I thought I pitched really well. I felt great again today. Hopefully that's how it stays."

Kenley Jansen pitched a scoreless ninth for his 37th save.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014199821 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 07/23/2014 The following person(s) is (are) doing business as KEY WEST ENTERPRISES, BUY THE BED. 2200 COLORADO AVENUE, UNIT 536 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: NATHAN HANANGER. NATHAN HANANGER. This statement was filed with the County Clerk of LOS ANGELES County on 07/23/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014210404 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/01/2014 The following person(s) is (are) doing business as THE SHORES KITCHEN. 395 SANTA MONICA PLACE SUITE FC3-W , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: YVONNE FINNEGAN 13603 MARINA POINTE DRIVE #B321 MARINA DEL REY, CA 90292. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/15/2014. /s/: YVONNE FINNEGAN. YVONNE FINNEGAN. This statement was filed with the County Clerk of LOS ANGELES County on 08/01/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014. DBA

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014192851 ORIGINAL FILING This statement was filed with

DBAS

the County Clerk of LOS ANGELES on 07/16/2014 The following person(s) is (are) doing business as XPOSURE. 1431 OCEAN AVE. #411 , LOS ANGELES, CA 90401. The full name of registrant(s) is/are: APPLIED PROFESSIONAL TRAINING 1020 LA SOMBRA DR. SAN MARCOS, CA 92078. 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/:MICHAEL BLUME . APPLIED PROFESSIONAL TRAINING. This statement was filed with the County Clerk of LOS ANGELES County on 07/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014208688 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/31/2014 The following person(s) is (are) doing business as BANH MI SHOP. 307 LINCOLN BLVD. , VENICE, CA 90291. The full name of registrant(s) is/are: ANH NEE LLC 315 S. BEVERLY DRIVE, SUITE 510 BEVERLY HILLS, CA 90212. 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)07/11/2014. /s/: HEIDI HUYNH. ANH NEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 07/31/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014198712 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/23/2014 The following person(s) is (are) doing business as COMMADEAR BRU . 1319 23RD ST. APT. C , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: KAITLIN SABALLUS 1319 23RD ST. APT. C SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KAITLIN SABALLUS. KAITLIN SABALLUS. This

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statement was filed with the County Clerk of LOS ANGELES County on 07/23/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014207691 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/30/2014 The following person(s) is (are) doing business as J. MARTIN & COMPANY, J. MARTIN & CO., J. MARTIN FINANCIAL SOLUTIONS . 3230 OVERLAND AVENUE APT. 113 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: JORGE MARTIN 3230 OVERLAND AVENUE APT. 113 LOS ANGELES, 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/:JORGE MARTIN . JORGE MARTIN . This statement was filed with the County Clerk of LOS ANGELES County on 07/30/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014200013 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/24/2014 The following person(s) is (are) doing business as PARKIN LOT CARRIER . 6824 LA TIJERA BLVD STE. 119 , LOS ANGELES, CA 90045. The full name of registrant(s) is/are: GILBERT WAMBAA KARANJA 11721 JAMAICA ST. VICTORVILLE, CA 92392. 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/:GILBERT W. KARANJA. GILBERT WAMBAA KARANJA. This statement was filed with the County Clerk of LOS ANGELES County on 07/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious

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business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014199708 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/23/2014 The following person(s) is (are) doing business as ONETASTE LOS ANGELES . 714 KENSINGTON ROAD , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: THE NEXT RIGHT THING LLC 714 KENSINGTON ROAD SANTA MONICA, CA 90405. 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/:MARCUS RATNATHICAM. THE NEXT RIGHT THING LLC . This statement was filed with the County Clerk of LOS ANGELES County on 07/23/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 201116 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/24/2014 The following person(s) is (are) doing business as DEGREE SOLUTIONS, THE EDU CONNECTION, BEST SATELLITE TV, SATELLITE TV DEALS, NEW SATELLITE TV PROMOS. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 201114 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/24/2014 The following person(s) is (are) doing business as DISH PROMOTIONS, DISH PROMOS, DISH PROMO, SATELLITE DEALS, SATELLITE TV SPECIAL. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 201122 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/24/2014 The following person(s) is (are) doing business as JS COIN LAUNDRY. 4621 1/2 ROSEMEAD BLVD , PICO RIVERA, CA 90660. The full name of registrant(s) is/are: JSM VENTURES LLC 14733 MAPLEWOOD DR. CHINO HILLS, CA 91709. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: JOE MEGIA. JSM VENTURES LLC. This statement was filed with the County Clerk of LOS ANGELES County on 07/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 190239 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/15/2014 The following person(s) is (are) doing business as SELECT HOME FURNISHINGS. 641 WEST PALMDALE BLVD. UNIT F , PALMDALE, CA 93551. The full name of registrant(s) is/are: A

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ROYAL SUITE INC. 26536 CARL BOYER DRIVE SANTA CLARITA, CA 91350. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/01/2014. /s/: NORBERT MONIZ. A ROYAL SUITE INC.. This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 190240 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/15/2014 The following person(s) is (are) doing business as REBEL SPIRITS. 16920 SOUTH MAIN STREET , GARDENA, CA 90248. The full name of registrant(s) is/are: J & D WINES INC. 16920 SOUTH MAIN STREET GARDENA, CA 90248. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/15/2014. /s/: WILLIAM J. LIPP. J & D WINES INC.. This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 190246 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/15/2014 The following person(s) is (are) doing business as ARIEL PRODUCTS. 12424 WILSHIRE BLVD. #880 , LA, CA 90025. The full name of registrant(s) is/are: RUSSELL CAPITAL VENTURES INC. 12424 WILSHIRE BLVD. #880 LA, CA 90025. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BIJAN DOKHANIAN. RUSSELL CAPITAL VENTURES INC.. This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014180892 REFILE This statement was filed with the County Clerk of LOS ANGELES on 07/07/2014 The following person(s) is (are) doing business as GAUCHIMAN. 2031 S. Bentley Ave, #104 , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: DANIEL A RODRIGUEZ 2031 S. Bentley Ave, #104 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)11/20/2004. /s/: DANIEL A RODRIGUEZ. DANIEL A RODRIGUEZ. This statement was filed with the County Clerk of LOS ANGELES County on 07/07/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014187382 REFILE This statement was filed with the County Clerk of LOS ANGELES on 07/11/2014 The following person(s) is (are) doing business as RODRIGUEZ ROMERO DESIGN . 2031 S. Bentley Ave, #104 , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: DANIEL A RODRIGUEZ 2031 S. Bentley Ave, #104 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)10/1/2009. /s/: DANIEL A RODRIGUEZ. DANIEL A RODRIGUEZ. This statement was filed with the County Clerk of LOS ANGELES County on 07/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014190278 REFILE This statement was filed with the County Clerk of LOS ANGELES on 07/15/2014 The following person(s) is (are) doing business as VENEXPATS . 2031 S. Bentley Ave, #104 , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: DANIEL A RODRIGUEZ 2031 S. Bentley Ave, #104 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)10/21/2009. /s/: DANIEL A RODRIGUEZ. DANIEL A RODRIGUEZ. This statement was filed with the

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County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 201120 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/24/2014 The following person(s) is (are) doing business as SAGE SERVICES. 2219 14TH STREEET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: ERINN LALEZARI 2219 14TH STREEET SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ERINN LALEZARI. ERINN LALEZARI. This statement was filed with the County Clerk of LOS ANGELES County on 07/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014191051 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/15/2014 The following person(s) is (are) doing business as MMSH & ASSOC. . 630 PICO BLVD. #3 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: DIANA CAROLINA MOLINA MARTINEZ 630 PICO BLVD. #3 SANTA MONICA, CA 90405, DAVID E. SALAZAR 14195 TERRYKNOLL DR WHITTIER, CA 90604, KENNETH A. MONTES 630 PICO BLVD. #3 SANTA MONICA, CA 90405, INGRID C. HOOKER 11322 HENSHAW AVE. SANTA MONICA, CA 90604. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/06/2014. /s/: DIANA CAROLINA MOLINA MARTINEZ . DIANA CAROLINA MOLINA MARTINEZ, DAVID E. SALAZAR, KENNETH A. MONTES, INGRID C. HOOKER . This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014199278 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/23/2014 The following person(s) is (are) doing business as APPLIED FP&A SOLUTIONS, APPLIED FP&A . 1603 HAVEMEYER LN. , REDONDO BEACH, CA

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90278. The full name of registrant(s) is/are: MARK KAWAKAMI 1603 HAVE-MEYER LN. REDONDO BEACH, CA 90278. 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/:MARK KAWAKAMI. MARK KAWAKAMI. This statement was filed with the County Clerk of LOS ANGELES County on 07/23/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014215415 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2014 The following person(s) is (are) doing business as MUSIC WITH LAURA. 1860 9TH STREET APT. 8 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: LAURA SAGGERS 1860 9TH STREET APT. 8 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)08/01/2014. /s/: LAURA SAGGERS. LAURA SAGGERS. This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014207363 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/30/2014 The following person(s) is (are) doing business as AMBA YOGA . 2493 1/2 GRANVILLE AVE. , LOS ANGELES, CA 90064. The full name of registrant(s) is/are: MEGHAN MORRIS 2493 1/2 GRANVILLE 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/:MEGHAN MORRIS. MEGHAN MORRIS. This statement was filed with the County Clerk of LOS ANGELES County on 07/30/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014210265 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/01/2014 The following person(s) is (are) doing business as CREATED BY

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ALEX . 854 4TH STREET UNIT C , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: ALEXANDER ESSEVELD 854 4TH STREET UNIT C 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/:ALEXANDER ESSEVELD. ALEXANDER ESSEVELD. This statement was filed with the County Clerk of LOS ANGELES County on 08/01/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014207343 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/30/2014 The following person(s) is (are) doing business as ZEN WARRIOR TRAINING. 2493 1/2 GRANVILLE AVE. , LOS ANGELES, CA 90064. The full name of registrant(s) is/are: SAMUEL W. MORRIS 2493 1/2 GRANVILLE 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/:SAMUEL W. MORRIS. SAMUEL W. MORRIS. This statement was filed with the County Clerk of LOS ANGELES County on 07/30/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204790 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as MAGNOLIA PARK PROPERTIES. 3208 WEST MAGNOLIA BLVD. , BURBANK, CA 91505.Â The full name of registrant(s) is/are: STUART MILL PROPERTIES LLC. 939 MANZANITA ST. LOS ANGELES, CA 90029. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KERRY N. HITE. STUART MILL PROPERTIES LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204786 ORIGINAL FILING This statement was filed with

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the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as USA DEAF SWIMMING, USADS. 9310 TOPANGA CANYON BLVD. SUITE 210 , CHATSWORTH, CA 91311.Â The full name of registrant(s) is/are: UNITED STATES DEAF SWIMMING, INC. 9310 TOPANGA CANYON BLVD. SUITE 210 CHATSWORTH, CA 91311. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2006. /s/: DAA ELAM. UNITED STATES DEAF SWIMMING, INC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204796 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as AZURE AID. 355 SOUTH GRAND AVE. #2450 , LOS ANGELES, CA 90071.Â The full name of registrant(s) is/are: PARTNERS USA, INC. 355 SOUTH GRAND AVE. #2450 LOS ANGELES, CA 90071. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JOHN SANO. PARTNERS USA, INC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204800 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as SELECT DENTAL GROUP. 2171 TORRANCE BLVD. SUITE 1 , TORRANCE, CA 90501.Â The full name of registrant(s) is/are: DEAN SALO, DDS, INC. 2055 TORRANCE BLVD.Â TORRANCE, CA 90501. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DEAN SALO DDS. DEAN SALO, DDS, INC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204794 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as MLZ FREIGHT. 702 1/2 WEST 42ND STREET , LOS ANGELES, CA 90037.Â The full name of registrant(s) is/are: MARTHA LETICIA ZAVALA 702 1/2 WEST 42ND STREET LOS ANGELES, CA 90037. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/12/2014. /s/: MARTHA LETICIA ZAVALA. MARTHA LETICIA ZAVALA.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 205986 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as DLT PROPERTY CONSULTING. 5267 RABER STREET , LOS ANGELES, CA 90042.Â The full name of registrant(s) is/are: CHRISTINA DE LA TORRE 5267 RABER STREET LOS ANGELES, CA 90042. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/15/2014. /s/: CHRISTINA DE LA TORRE. CHRISTINA DE LA TORRE.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 204785
Current File No. 2011036221
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
STANS VACUUM AND SEWING
Registered owners:Â PARADIGM L.I.F.E. INC.
This business is conducted by: A CORPORATION
/s/ LUCIA OLIVAS
This statement was filed with the County Clerk of Los Angeles County onÂ 07/29/2014.
SANTA MONICA DAILY PRESS to publish 05/19/2014, 05/26/2014, 06/02/2014, 06/09/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 205988 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as CHAIRMAN DAN MUSIC. 23413 BALMORAL LANE , WEST HILLS, CA 91307.Â The full name of registrant(s) is/are: DANIEL ALLAN CARLIN 23413 BALMORAL LANE WEST HILLS, CA

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91307. This Business is being conducted by:~ an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/01/2014. /s/: DANIEL ALLAN CARLIN. DANIEL ALLAN CARLIN.~ This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 213048 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/04/2014 The following person(s) is (are) doing business as LOVE YOUR PLANET. 308 N. LOUISE ST. #11 , GLENDALE, CA 91206.~ The full name of registrant(s) is/are: CHRISTINA CURRIER. CHRISTINA CURRIER.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 213052 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/04/2014 The following person(s) is (are) doing business as BONZA BAKERY. 10207 COLLETT AVE. , NORTH HILLS, CA 91343.~ The full name of registrant(s) is/are: ALLISON APODACA. 10207 COLLETT AVE. NORTH HILLS, CA 91343. 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/:ALLISON APODACA. ALLISON APODACA.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 213050 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/04/2014 The following person(s) is (are) doing business as MSGEX-4XX, MSGEX. 5452 WOODMAN AVENUE , SHERMAN OAKS, CA 91401.~ The full

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name of registrant(s) is/are: EDELSONENTERPRISES, LLC. 5452 WOODMAN AVENUE SHERMAN OAKS, CA 91401. 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/:MICHAEL EDELSON. EDELSONENTERPRISES, LLC.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 213055 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/04/2014 The following person(s) is (are) doing business as DCM SERVICES, EPAD PROVISIONS, FIVE FUEGO. 316 N. BEACHWOOD DR. , BURBANK, CA 91505.~ The full name of registrant(s) is/are: ELECTRIC POSTAGE LLC. 316 N. BEACHWOOD DR. BURBANK, CA 91505. 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/:DAX VALDEZ. ELECTRIC POSTAGE LLC.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216297 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2014 The following person(s) is (are) doing business as BIN AND TRONICS, AUTO IT SUPPORT. 8601 INTERNATIONAL AVE. #237 , CANOGA PARK, CA 91304.~ The full name of registrant(s) is/are: FMS ENTERPRISES LLC. 8601 INTERNATIONAL AVE. #237 CANOGA PARK, CA 91304. 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/:FRED MARZILLIER. FMS ENTERPRISES LLC.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216281 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2014 The following person(s) is (are) doing business as TRACI HOFFBERG EVENTS. 4138 VANTAGE AVE. , STUDIO CITY, CA 91604.~ The full name of registrant(s) is/are: TRACI HOFFBERG 4138 VANTAGE AVE. 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)08/03/2014. /s/: TRACI HOFFBERG. TRACI HOFFBERG.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216280 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2014 The following person(s) is (are) doing business as ACCOUNTING CONNECTIONS. 32171 SAILVIEW LANE , WESTLAKE VILLAGE, CA 91361.~ The full name of registrant(s) is/are: DENISE MORRISON 32171 SAILVIEW LANE WESTLAKE VILLAGE, CA 91361. This Business is being conducted by:~ an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: DENISE MORRISON. DENISE MORRISON.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216301 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2014 The following person(s) is (are) doing business as SHANNAN LEIGH REEVE. 5616 STROHM AVE. #9 , NORTH HOLLYWOOD, CA 91601.~ The full name of registrant(s) is/are: SHANNAN LEIGH BELMONT 5616 STROHM AVE. #9 NORTH HOLLYWOOD, CA 91601. This Business is being conducted by:~ an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/17/2014. /s/: SHANNAN LEIGH BELMONT. SHANNAN LEIGH BELMONT.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Profes-

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sions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216299 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2014 The following person(s) is (are) doing business as TESTED BY TEACHERS. 2625 JOHNSTON STREET , LOS ANGELES, CA 90031.~ The full name of registrant(s) is/are: MARISA ANNELLE CRABTREE 2625 JOHNSTON STREET LOS ANGELES, CA 90031. 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/:MARISA ANNELLE CRABTREE. MARISA ANNELLE CRABTREE.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216295 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2014 The following person(s) is (are) doing business as MSA MODELS. 233 WILSHIRE BLVD. STE 700 , SANTA MONICA, CA 90401.~ The full name of registrant(s) is/are: MODEL SERVICE LLC. 570 7TH AVE. STE. 1000 NEW YORK, NY 10018. 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)07/01/2014. /s/: WILLIAMS IVERS. MODEL SERVICE LLC.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 201378 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/25/2014 The following person(s) is (are) doing business as PARKLANE MOBILE ESTATES. 20401 SOLEDAD CANYON ROAD , SANTA CLARITA, CA 91351.~ The full name of registrant(s) is/are: SEALS III, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024, THE GOLDMAN FAMILY NO. III (G) LLC 1553 S. ROXBURY DR. LOS ANGELES, CA 90035. This Business is being conducted by:~ A Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1965. /s/: N. SCOTT LIEBERT. SEALS III, LLC, THE GOLDMAN FAMILY NO. III (G) LLC.~ This statement was filed with the County Clerk of LOS ANGELES County on 07/25/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED

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PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 201379 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/25/2014 The following person(s) is (are) doing business as GARDENA VILLAS, 16949 SO. WESTERN AVE., GARDENA, CA 90247.~ The full name of registrant(s) is/are: SEALS III, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024, THE GOLDMAN FAMILY NO. III (G) LLC 1553 S. ROXBURY DR. LOS ANGELES, CA 90035. This Business is being conducted by:~ A Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1965. /s/: N. SCOTT LIEBERT. SEALS III, LLC, THE GOLDMAN FAMILY NO. III (G) LLC.~ This statement was filed with the County Clerk of LOS ANGELES County on 07/25/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204792 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as KISTIN, NEW WORLD MYSTIC. 603 S. COCHRAN AVE. APT 307 , LOS ANGELES, CA 90036.~ The full name of registrant(s) is/are: HREFNA KISTIN SIGURDARDOTTIR 603 S. COCHRAN AVE. APT 307 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/:HREFNA KISTIN SIGURDARDOTTIR. HREFNA KISTIN SIGURDARDOTTIR.~ This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204798 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as SRI LANKA EXPRESS. 12922 OSBORNE ST. , ARLETA, CA 91331.~ The full name of registrant(s) is/are: HASSINA LEELARATHNA 12922 OSBORNE ST. ARLETA, CA 91331. This Business is being conducted by:~ an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/01/2014. /s/: HASSINA LEELARATHNA. HASSINA LEELARATHNA.~ This statement was filed with the County Clerk of LOS ANGELES

County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014208845 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 07/31/2014 The following person(s) is (are) doing business as PILAR AND LUCY. 1626 MONTANA AVE. , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: VICTORIA ANDHAZAY 1626 MONTANA AVE. SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/08/2014. /s/: VICTORIA ANDAHAZY. VICTORIA ANDAHAZY.~ This statement was filed with the County Clerk of LOS ANGELES County on 07/31/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014215500 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2014 The following person(s) is (are) doing business as MASUMI TATTOO. 8950 W. OLYMPIC BLVD. #496 , BEVERLY HILLS, CA 90211. The full name of registrant(s) is/are: CHRISTINA WORKMAN 8950 W. OLYMPIC BLVD. #496 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)1/2006. /s/: CHRISTINA WORKMAN. CHRISTINA WORKMAN.~ This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014191096 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as SC PRINT AND PROMO. 3930 VALLEY BLVD. SUITE E , WALNUT, CA 91789. The full name of registrant(s) is/are: SC PRINT AND PROMO INC. 323 S MYRTLEWOOD STREET WEST COVINA, CA 91791. 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/:MARIE E JIMENEZ. SC PRINT AND PROMO INC. . This state-

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ment was filed with the County Clerk of LOS ANGELES County on 08/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014212223 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/04/2014 The following person(s) is (are) doing business as FULL RANGE FILM CONSULTING . 1315 OCEAN PARK BLVD. #5 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: STEPHEN STANLEY 1315 OCEAN PARK BLVD. #5 SANTA MONICA, CA 90405. JO-SEPH BUSH 1315 OCEAN PARK BLVD. #5 SANTA MONICA, CA 90405. 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:/STEPHEN STANLEY. STEPHEN STANLEY, JOSEPH BUSH . This statement was filed with the County Clerk of LOS ANGELES County on 08/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 188609 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/14/2014 The following person(s) is (are) doing business as BIRD N HAND. 339 N. FAIRFAX AVENUE , LOS ANGELES, CA 90036.Â The full name of registrant(s) is/are: CHAMEAU INC. 339 N. FAIRFAX AVENUE LOS ANGELES, CA 90036. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/15/2014. /s:/KELLY KLEMOVICH. CHAMEAU INC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 188607 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/14/2014 The following person(s) is (are) doing business as INVISIBLE INC PRODUCTIONS. 9010 BURTON WAY , BEVERLY HILLS, CA 90211.Â The full name of registrant(s) is/are: DE BURGH PRODUCTIONS LLC 9010 BURTON WAY BEVERLY HILLS, CA 90211. This Business is being conducted by:Â a Limited Liability Company. The registrant has

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not yet commenced to transact business under the fictitious business name or names listed above. /s:/MICHAEL J. SALVATORE. DE BURGH PRODUCTIONS LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 188599 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/14/2014 The following person(s) is (are) doing business as B AND G WEALTH PLANNING ATTORNEYS. 880 APOLLO, SUITE 334 , EL SEGUNDO, CA 90245.Â The full name of registrant(s) is/are: BERGMAN & GUTIERREZ LLP 880 APOLLO, SUITE 334 EL SEGUNDO, CA 90245. This Business is being conducted by:Â a Limited Liability Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/DEBORAH P. GUTIERREZ. BERGMAN & GUTIERREZ LLP.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 188601 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/14/2014 The following person(s) is (are) doing business as YOGA WITH MP. 1120 W. 155TH STREET #21 , GARDENA, CA 90247.Â The full name of registrant(s) is/are: MARY ANN M. PASTOR 1120 W. 155TH STREET #21 GARDENA, CA 90247. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/01/2014. /s:/MARY ANN M. PASTOR. MARY ANN M. PASTOR.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 188596 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/14/2014 The following person(s) is (are) doing business as ABC REAL ESTATE AND MORTGAGE BROKERS, SAMSON INTERIOR DESIGN, SAMSON LAND-

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SCAPING. 9903 SANT MONICA BLVD. #501 , BEVERLY HILLS, CA 90212.Â The full name of registrant(s) is/are: SAMSON BUILDERS, INC. 9903 SANT MONICA BLVD. #501 BEVERLY HILLS, CA 90212. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/IRA AFARI. SAMSON BUILDERS, INC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 188603 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/14/2014 The following person(s) is (are) doing business as ILL LITERACY. 2440 CORINTH AVE. #302 , LOS ANGELES, CA 90064-2004.Â The full name of registrant(s) is/are: NICOLAS CARY 2440 CORINTH AVE. #302 LOS ANGELES, CA 90064-2004, ADRIEL LUIS 2440 CORINTH AVE. #302 LOS ANGELES, CA 90064-2004, DAHLAK BRATHWAITE 2440 CORINTH AVE. #302 LOS ANGELES, CA 90064-2004. This Business is being conducted by:Â an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/NICOLAS CARY. NICOLAS CARY, ADRIEL LUIS, DAHLAK BRATHWAITE.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014195233 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/18/2014 The following person(s) is (are) doing business as SWEET LINE ART . 11337 BURNHAM ST. , LOS ANGELES, CA 90049. The full name of registrant(s) is/are: SUSAN SIMON 11337 BURNHAM ST. LOS ANGELES, CA 90049. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)1998. /s:/ SUSAN SIMON. SUSAN SIMON. This statement was filed with the County Clerk of LOS ANGELES County on 07/18/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 188605 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/14/2014 The following person(s) is (are) doing business as PLAN FOR COL-LAGE NATIONWIDE. 6345 BALBOA BLVD. BUILDING 1, STE. #105 , ENCINO, CA 91316.Â The full name of registrant(s) is/are: ONLINE NETWORKING BOUTIQUE, LLC. 4525 TENANGO DR WOODLAND HILLS, CA 91364. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/OXANA ERUSH. ONLINE NETWORKING BOUTIQUE, LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204788 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as YOUR AUTO ASSISTANT, AUTO BARGAIN HUNTER, AUTO DEAL EXPERT, DAILY AUTO SAVINGS, FINANCE HELPER. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/04/2014, 08/11/2014, 08/18/2014, 08/25/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 204788 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as YOUR AUTO ASSISTANT, AUTO BARGAIN HUNTER, AUTO DEAL EXPERT, DAILY AUTO SAVINGS, FINANCE HELPER. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE.

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The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 205984 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as DIRECT CARD HELPER, PERFECT CARD SPOTTER, NEW CARD FEATURES, NEW CARD CONNECTION, NEW CARD RESOURCE. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 205990 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as NEW CARD INFORMER, THE TOP CARDS, OFFICIAL CARD FINDER, OFFICIAL CARD FEATURES, OFFICIAL CARD SPOTTER. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216282 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as OFFICIAL AUTO QUOTES, AUTO QUOTES GURUS, AUTO QUOTE MASTER, DIRECT AUTO CONNECTION, OFFICIAL AUTOS . 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names

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listed above. /s:/JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216283 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as TOP AUTO CONNECTION, TOP AUTO QUOTES, AUTO QUTO ASSISSTANT, THE BEST AUTO QUOTES, OFFICIAL CAR CONNECTION. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216284 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as YOUR HEALTH GUIDE, TOP HEALTH CONNECTION, THE HEALTH CONNECTION, NEW HEALTH MATCHES, OFFICIAL HEALTH CONNECTION. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 216285 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as NEW HEALTH FINDER, OFFICIAL HEALTH QUOTES,

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HEALTH QUOTE MASTER, BETTER HEALTH MATCHES, THE BEST HEALTH QUOTES. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 205998 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as PERFECT CAREER FINDER, THE JOB MATCHER, NEW JOB MATCHER, LOCAL JOB SUPPORT, LOCAL CAREER SUPPORT. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 206000 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as OFFICIAL CARD MATCHES, JUST NEW CARDS, NEW CARDS ONLY, SIMPLE CARD FINDER, OFFICIAL JOB OFFERS. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Profes-

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sions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 205996 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as NINJA CLICKS, SMARTCLICKS, SMARTSENSE, CLICKSTACK, BIZCLICKS. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 205994 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as OFFICIAL JOB MATCHES, OFFICIAL FINDER, NEW CAREER UPDATES, DIRECT JOB FINDER, NEW CAREER OFFERS. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 205992 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as TOP CARD HELPER, TOP CARD MATCHER, PERFECT CARD MATCHES, PERFECT CARD HELPER, DIRECT CARD MATCHER. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE

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OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/11/2014, 08/18/2014, 08/25/2014, 09/01/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014206807 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/30/2014 The following person(s) is (are) doing business as OCEANA WOMAN . 2101 CALIFORNIA AVE. #9 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: TRACY WILLIAMS 2101 CALIFORNIA AVE. #9 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/:TRACY WILLIAMS. TRACY WILLIAMS. This statement was filed with the County Clerk of LOS ANGELES County on 07/30/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014195798 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/21/2014 The following person(s) is (are) doing business as FRONT OF THE HOUSE . 12100 WILSHIRE BLVD., STE. 800 , LOS ANGELES, CA 90025-7140. The full name of registrant(s) is/are: IVORY HERON GROUP 12100 WILSHIRE BLVD., STE. 800 LOS ANGELES, CA 90025-7140. 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/:JASON ANDAYA. IVORY HERON GROUP. This statement was filed with the County Clerk of LOS ANGELES County on 07/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014221830 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/11/2014 The following person(s) is (are) doing business as ALANI LUXURY BRAND, LLC. 2355 WESTWOOD BLVD. STE. 937 , LOS ANGELES, CA 90064. The full name of registrant(s) is/are: ALANI LUXURY BRAND, LLC 2355 WESTWOOD BLVD. STE. 937 LOS ANGELES, CA 90064. 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/:MIYOSHI JONES . ALANI LUXURY BRAND, LLC. This statement was filed with the County Clerk of LOS ANGELES

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County on 08/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014220401 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/11/2014 The following person(s) is (are) doing business as GROCERYRATINGS.COM. 6212 AUCLAND AVE. , N HOLLYWOOD, CA 91606. The full name of registrant(s) is/are: PRANAY HARSADBHAI PATEL 6212 AUCLAND AVE. N HOLLYWOOD, CA 91606. 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/:PRANAY HARSADBHAI PATEL. PRANAY HARSADBHAI PATEL. This statement was filed with the County Clerk of LOS ANGELES County on 08/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014203620 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/28/2014 The following person(s) is (are) doing business as HAND DRAWN . 2461 SANTA MONICA BLVD STE 420 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: MIRANDA CARMONA 2461 SANTA MONICA BLVD STE 420 SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MIRANDA CARMONA. MIRANDA CARMONA. This statement was filed with the County Clerk of LOS ANGELES County on 07/28/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 224262 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2014 The following person(s) is (are) doing business as SIX15 MEDIA GROUP, SIX15 ENTERTAINMENT, SIX15 ASOCIAL MEDIA. 7056 JON ALIAN DRIVE , NORTH HOLLYWOOD, CA 91605. ÂThe full name of registrant(s) is/are: SHEILAH PACETE 7056 JON ALIAN DRIVE NORTH HOLLYWOOD, CA 91605. This Business is being conducted by: Âan Individual. The registrant commenced to transact business under the fictitious business name or names listed on

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(Date)06/01/2014. /s/: SHEILAH PACETE. SHEILAH PACETE. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 227623 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/14/2014 The following person(s) is (are) doing business as NEW HEALTH CONNECTION, HEALTH CARE MATCHER, YOUR HEALTH MATCHES, CARE CONNECTION GURU, CHEAP AUTO CONNECTION. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. ÂThe full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: Âa Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 224260 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2014 The following person(s) is (are) doing business as WORKSPACE WEST. 1925 PONTIUS AV. , LOS ANGELES, CA 90025. ÂThe full name of registrant(s) is/are: RON KRISEL 1925 PONTIUS AV. LOS ANGELES, CA 90025. This Business is being conducted by: Âan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:RON KRISEL. RON KRISEL. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 225361 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2014 The following person(s) is (are) doing business as CARDOARD MAN PRODUCTIONS. 2121 VALDERAS DRIVE #96 , GLENDALE, CA 91208. ÂThe full name of registrant(s) is/are: JOSHUA LEWIS BERG 2121 VALDERAS DRIVE #96 GLENDALE, CA 91208. This

Business is being conducted by: Âan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/24/2014. /s/: JOSHUA LEWIS BERG. JOSHUA LEWIS BERG. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 225359 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2014 The following person(s) is (are) doing business as NICOLE ANDREWS COLLECTION, NICOLE ANDREWS . 1812 W. BURBANK BLVD. S#257 , BURBANK, CA 91506. ÂThe full name of registrant(s) is/are: NICOLE LIBERMAN 1812 W. BURBANK BLVD. S#257 BURBANK, CA 91506. This Business is being conducted by: Âan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:NICOLE LIBERMAN. NICOLE LIBERMAN. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 227620 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/18/2014 The following person(s) is (are) doing business as MOTIMEDIA, MOSAIC 7. 3750 SANTA ROSALIA DR. #511 , LOS ANGELES, CA 90008. ÂThe full name of registrant(s) is/are: MARQUES T. OWENS 3750 SANTA ROSALIA DR. #511 LOS ANGELES, CA 90008. This Business is being conducted by: Âan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARQUES T. OWENS. MARQUES T. OWENS. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/18/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 227618 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/14/2014 The following person(s) is (are) doing business as REALTY SALES

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PROS. 9744 WILSHIRE BOULEVARD SUITE 203 , BEVERLY HILLS, CA 90212. ÅThe full name of registrant(s) is/are: JAMES PATRICK ALEXANDER. 4015 CRWON POINT DRIVE #310 SAN DIEGO, CA 92109. This Business is being conducted by: Åan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/21/2014. /s/: JAMES PATRICK ALEXANDER. ÅThis statement was filed with the County Clerk of LOS ANGELES County on 08/14/2014. NO-TICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.Å

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 227617 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/14/2014 The following person(s) is (are) doing business as POCKET. 3575 1/4 S. CENTINELA AVENUE , LOS ANGELES, CA 90066. ÅThe full name of registrant(s) is/are: ELLAA, LLC. 3575 1/4 S. CENTINELA AVENUE LOS ANGELES, CA 90066. This Business is being conducted by: Åan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ULSOULHA DEL MORAL. ELLAA, LLC.. ÅThis statement was filed with the County Clerk of LOS ANGELES County on 08/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/18/2014, 08/25/2014, 09/01/2014, 09/08/2014.Å

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014229222 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as THE DRIVER HG . 1020 WILSHIRE BLVD. V , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: Hamlet Giragosian 3111 4TH AVE. #119 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Hamlet Giragosian. Hamlet Giragosian. This statement was filed with the County Clerk of LOS ANGELES County on 08/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014224289 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2014 The following person(s) is (are) doing business as REGOLITH . 1037 N. GENESSEE AVE. APT. 10 , WEST HOLLYWOOD, CA 90046. The full name of registrant(s) is/are: CHIHO FUJII 1037 N. GENESSEE AVE. APT. 10 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/:CHIHO FUJII. CHIHO FUJII. This statement was filed with the County Clerk of LOS ANGELES County on 08/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014229255 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as DISTRICT 7. 2424 WILSHIRE BLVD SUITE 511 , LOS ANGELES, CA 90057. The full name of registrant(s) is/are: ALTHEA BURNETT 2424 WILSHIRE BLVD SUITE 511 LOS ANGELES, CA 90057, ELENA AHTAEVA 2424 WILSHIRE BLVD SUITE 511 LOS ANGELES, CA 90057. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALTHEA BURNETT. ALTHEA BURNETT, ELENA AHTAEVA. This statement was filed with the County Clerk of LOS ANGELES County on 08/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014223492 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/12/2014 The following person(s) is (are) doing business as DRY RUN PRODUCTIONS . 17171 ROSCOE BLVD. #212F , NORTHridge, CA 91325. The full name of registrant(s) is/are: SETH YOHNKA 17171 ROSCOE BLVD. #212F NORTHridge, CA 91325. 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/:SETH YOHNKA. SETH YOHNKA. This statement was filed with the County Clerk of LOS ANGELES County on 08/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish

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08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014213442 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/05/2014 The following person(s) is (are) doing business as MEZCAL EL SILENCIO. 1523 26TH STREET , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: EL SILENCIO HOLDINGS, INC. 1523 26TH STREET 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/:FAUSTO ZAPATA . EL SILENCIO HOLDINGS, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 08/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014222432 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/12/2014 The following person(s) is (are) doing business as SURF AIR. 1408 THIRD STREET PROMENADE SUITE 300 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: SURF AIRLINES INC 1209 ORANGE STREET WILMINGTON, DE 19801. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/1/12. /s/:JEFFERY POTTER . SURF AIRLINES INC . This statement was filed with the County Clerk of LOS ANGELES County on 08/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014205649 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as JENNIFER OLIVEIRA, D.D.S. 2824 SANTA MONICA BLVD SUITE 303 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: JENNIFER K. AKAGI, D.D.S, INC. 11706 Montana Ave. #103 LOS ANGELES, CA 90049. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JENNIFER K. AKAGI, D.D.S, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or

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common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014233405 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/19/2014 The following person(s) is (are) doing business as DIZZ & JO. 1314 N FULLER AVE. #204 , LOS ANGELES, CA 90046. The full name of registrant(s) is/are: JOANNA ROSE HERNANDEZ 1314 N FULLER AVE. #204 LOS ANGELES, CA 90046, DAVID ZYLBERMAN 1314 N FULLER AVE. #204 LOS ANGELES, CA 90046. 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/:JOANNA ROSE HERNANDEZ . JOANNA ROSE HERNANDEZ , DAVID ZYLBERMAN. This statement was filed with the County Clerk of LOS ANGELES County on 08/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

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