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Santa Monica Daily Press

MONDAY, SEPTEMBER 1, 2014

Volume 13 Issue 245

Santa Monica Daily Press

MY WRITE
SEE PAGE 5

We have you covered

THE MONDAY FUNDAY ISSUE

Initiative Arguments: Future control of SMO

BY DAVID MARK SIMPSON
Daily Press Staff Writer

SMO In November, voters will get a chance to choose between two competing measures about future control of the Santa Monica Airport.

Measure LC, put forth unanimously by City Council, would allow council to retain some of its control over the airport while requiring voter approved development limits be placed on the land before any new projects can be built.

Measure D, financially backed by the

national aviation community, would require a public vote on any significant changes to the airport, including full or partial closure.

Five residents pen arguments in favor of Measure D for the official voter guide and four of those five also wrote the arguments against Measure LC.

They claim, as they long have, that city officials want to close the airport to build large dense development.

Three City Council members, Tony Vazquez, Gleam Davis, and Ted Winterer,

SEE SMO PAGE 10

Roasted chilies make seasonal debut at the Farmers Market

BY MATTHEW HALL
Editor-in-Chief

The weather may be cooling but the Farmers' Markets are heating up with seasonal activities including its annual Chile Roast and Pumpkin Carry.

The Chile Roast will take place in the

SEE ROAST PAGE 10

Storage mogul reflects on a 20-year career

Santa Monica-based entrepreneur Bill Hobin is the president and CEO of the William Warren Group (WWG), a nationwide entrepreneurial real estate and self storage management company. Hobin answered some questions from the Santa Monica Daily Press about his company and its role in Santa Monica.

Q: How has living in Santa Monica influenced your business life?

A: There's a lot of creativity filling the streets of Santa Monica. Soaking up that

SEE BUSINESS PAGE 13



Matthew Hall matt@smdp.com

IRISH COFFEE?: Starbucks was one of three businesses to receive an alcohol license from the Planning Commission last week.

Planning Commission approves three alcohol licenses

BY MATTHEW HALL
Editor-in-Chief

CITY HALL The next time Planning Commission ends at 12:30 a.m. and the Commissioners are in need of a nightcap, they'll have three new choices in Santa Monica.

The five and a half hour meeting on Aug. 27 took an unusual turn from almost the first minute as the commission chose to hold full

hearings for each of three consent items and move one action item to the consent calendar.

Consent items are usually considered routine housekeeping. They are often items that have already been discussed once or are considered less impact than the action items. However, due to the amount of public interest in three proposed conditional use permits for the sale of alcohol, and a lack of controversy over redeveloping a carwash on

Wilshire, the Commission chose to switch focus for the night. All three applications were eventually approved albeit with differing conditions.

Before launching into the triptych of applications, Commissioner Himmelrich asked staff if the burst of booze requests had a specific cause.

SEE ALCOHOL PAGE 12

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Calendar

2

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

September 1

Pop Up Burger Bar

Viceroy Santa Monica

1819 Ocean Ave., 3-8 p.m.

Kick back beneath the palms on Labor Day for a backyard poolside celebration. With a live DJ on the tables, in-house mixologists getting crafty at the bar, and Chef Tony running our gourmet pop up gourmet burger shop, you'll enjoy an afternoon of good eats, great vibes and fantastic cocktails. The gourmet burger bar offers a selection of build-your-own ingredients including proteins, over 20 toppings, fillings and plenty of sides.

Team Eagle One workout

Santa Monica Pier

12 - 2 p.m.

Weekly workout in LA with Coach John Mac. You will be on Santa Monica Pier area (meeting area at rings and pull-up bars just south of pier) for two full hours of pull-ups, rope climbs, soft sand runs, etc. Come prepared to workout. Please be there at least 20 minutes before the start of the event. Register online at

<https://www.sealswcc.com/forums/register.php> Team Eagle One is a call-to-action to build awareness among diverse men (16-24) about the career opportunities available through Naval Special Warfare (NSW) as a SEAL or SWCC.

Labor Day Clambake & Cookout benefiting Heal the Bay

Whiskey Red's

13813 Fiji Way, Marina del Rey, 1 - 8 p.m.

\$10 Admission (includes patio access, live music and food & drink specials)

\$45 Clambake Ticket (includes all-you-can-eat seafood buffet, whiskey tastings, one complimentary alcoholic beverage, patio access, live music & drink specials). Tickets available at www.eventbrite.com.

Monday Fun Day

Annenberg Beach House

415 Pacific Coast Hwy., 10 a.m. - 4 p.m.

Join us for today's free Monday Fun Day activity. Look for us around the site or ask at Guest Services for today's location.

September 2

Toddler Time

Ocean Park Branch Library

2601 Main St. 10:45 - 11:15 a.m. Join Mr. Jesse for some wonderful stories, rhymes, songs and puppets. This program is for children 18 to 35 months. Registration required. Jesse Nathaniel at (310) 458-8683 for more information.

Streetcar Named Desire (1951)

Ocean Park Branch Library
2601 Main St. 6 - 9 p.m.

Filmmaker Elaina Archer screens and discusses this drama starring Vivien Leigh and Marlon Brando, about a woman who moves in with her sister in New Orleans as the world crumbles around her (122 min.). Contact Karen Reitz (310) 458-8683.

Understanding The Mobile Video Ad Market ROC

604 Arizona Ave., 6:30 - 9:30 p.m.

The American Marketing Association - Los Angeles will host a presentation and mixer.

Free for AMA Members that register in advance via eventbrite.com. \$10 for members and non-members at the door. This presentation will not be a super deep dive into this space, but rather a beginning look at the world of video advertising in the mobile/multi-screen world geared towards those who are just learning or mid-level in this space.

There will be sandwiches and snacks, beer, wine, water and soda for everyone to enjoy.

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

COMMUNITY BRIEFS

UCLA
Education impacts
care decisions

They say knowledge is power, and a new UCLA study has shown this is definitely the case when it comes to men making the best decisions about how to treat their prostate cancer.

UCLA researchers found that men who aren't well educated about their disease have a much more difficult time making treatment decisions, called decisional conflict, a challenge that could negatively impact the quality of their care and their long-term outcomes.

The study should serve as a wake-up call for physicians, who can use the findings to target men less likely to know a lot about their prostate cancer and educate them prior to their appointments so they're more comfortable making treatment decisions, said study first author Dr. Alan Kaplan, a resident physician in the UCLA Department of Urology.

"For prostate cancer, there is no one right answer when it comes to treatment. It comes down to the right answer for each specific patient, and that is heavily dependent on their own personal preferences," Kaplan said. "Men in general, and specifically economically disadvantaged men, have a hard time deciding what their preferences are, how they feel about any possible complications and what the future after treatment might be like. If you don't know anything about your disease, you'll have a really tough time making a decision."

The findings from the one-year study appears in the early online edition of the peer-reviewed journal Cancer.

The research team surveyed 70 men at a Veterans Administration clinic who were newly diagnosed with localized prostate cancer and had enrolled in a randomized trial testing a novel shared decision-making tool. They collected baseline demographic and clinical such as age, race, education, co-existing medical conditions, relationship status, urinary and sexual dysfunction and their prostate cancer knowledge.

UCLA researchers talked one-on-one with the men after they had received their cancer diagnosis, but before they consulted with a physician. Median age of the men in the study was 63 years, 49 percent were African American and 70 percent reported

an annual income of less than \$30,000.

Kaplan said the team found that a low level of prostate cancer knowledge was associated with increased decisional conflict and higher uncertainty about what treatment to choose. Low levels of prostate cancer knowledge also were associated with lower perceived effectiveness - meaning the less they knew about their cancer, the less confidence they had that the treatment would be effective.

"Knowledge about prostate cancer is an identifiable target. Interventions designed to increase a patient's comprehension of prostate cancer and its treatments may greatly reduce decisional conflict," Kaplan said, adding that further study is needed to better characterize this relationship and identify effective targeted interventions.

"If you get shot in the gut, there aren't many options. You go into the operating room to get fixed up," he said. "With prostate cancer, there are lots of options and not all are right for everybody."

Men with prostate cancer might need to decide between surgery versus radiation or opting for active surveillance, in which patients are monitored closely for changes in the progression of their cancer and are tested at regular intervals. Prostate cancers can also be treated implantable radioactive seeds or tumors may be burned or frozen as treatment.

Another benefit to reducing decisional conflict is that patients who feel comfortable with their decision may regret their decisions less down the line, Kaplan said. They're less likely to sue their doctors and generally experience better outcomes.

"In a way, it's like buying a car. You prepare, you read reports, do your homework," Kaplan said. "If something goes wrong with the car, you feel OK because you knew what you were getting into. When patients take ownership of the decision-making process, their outcomes are better."

Kaplan said economically disadvantaged men may be having more difficulty because they may not have as much experience negotiating the healthcare system and are less confident when communicating with doctors.

"Doctors, we know intuitively, should spend more time with their patients, especially when they're making an important decision," he said. "But all of us are challenged with the numbers of patients we must see in a day. If you know beforehand

that a patient has a poor knowledge about his cancer, that's someone you need to spend more time with."

Doctors may also want to provide these patients with educational information before their consultation so they can begin to increase their prostate cancer knowledge, Kaplan said.

Prostate cancer is the most frequently diagnosed cancer in men aside from skin cancer. An estimated 233,000 new cases of prostate cancer will occur in the United States in 2014. Of those, nearly 30,000 men will die.

The study was funded by UCLA's Jonsson Comprehensive Cancer Center and the National Institutes of Health. For more information, visit <http://urology.ucla.edu>

EDITED BY MATTHEW HALL

Mid City

Local solar company wins
industry recognition

PV Guru Inc., a full-service solar and electric company, announces that President and Co-Founder Michael Lackna has earned the industry's leading recognition of expertise as a certified installer of photovoltaic electric systems from the North American Board of Certified Energy Practitioners (NABCEP).

NABCEP is the most highly respected and well-established national certification organization for renewable energy professionals. Designation as a NABCEP PV Installation Professional is widely recognized to be the most important and meaningful certification of its kind in the solar industry.

"Receiving NABCEP's PV Installation Professional Certification is personally very rewarding," said Michael Lackna, PV Guru's President and Co-Founder. "More important it means we can offer our customers the added confidence of knowing that their photovoltaic system installations will be completed to the highest standards in the solar industry."

To earn his NABCEP certification, Lackna was required to first document relevant education and experience related to PV system installation. Then he had to pass a rigorous exam that covers the breadth of the multi-craft knowledge, skills, and abilities required to competently design, install, and maintain PV systems. The exam assesses knowledge on subjects

as diverse as electrical and mechanical system design, job site safety, the National Electrical Code, roofing and construction techniques, and system maintenance and troubleshooting.

"One thing you can be assured of when hiring a NABCEP Certified PV Installation Professional is that your project won't be their first," said Richard Lawrence, Executive Director of NABCEP. "Anyone who makes the considerable effort required to earn NABCEP certification has documented their training and experience as part of the eligibility process. They have also made a very real commitment to upholding high standards of ethical and professional practice. I am delighted to welcome Michael Lackna of PV Guru to the ranks of the industry's leading solar professionals."

For more information about PV Guru, please visit www.pvguru.com.

- MH

Citywide

School district looking
for music teachers

The Santa Monica-Malibu Unified School District is currently accepting applications for independent music contractors to provide semi-private music lessons to students' grades 4 through 12. These lessons will occur on a weekly basis after school hours during the 2014-2015 school year in both Santa Monica and Malibu. Please contact SMMUSD Educational Services for application.

Completed applications are due to the District Office no later than September 9, 2014.

Those encouraged to apply are Independent music companies with music teachers who hold at least a B.A. in Music and maintain a high level of competency (instrument and/or voice). They must also have experience teaching in a small group and/or one to one setting, with a willingness to work in Santa Monica and/or Malibu.

SMMUSD will be offering semi-private music lessons thanks to funding from one of the Santa Monica-Malibu Education Foundation's endowments, the Peggy Bergmann Arts Endowment Fund, in memory of Lenore Bergmann and John Elmer Bergmann. For more information, call (310) 450-8338 or visit www.smmusd.org.

- MH

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LETTERS TO THE EDITOR

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No Mosh

Editor:

I don't know if any of you have received correspondence regarding the August 21 Pier concert, but I'd be interested to find out.

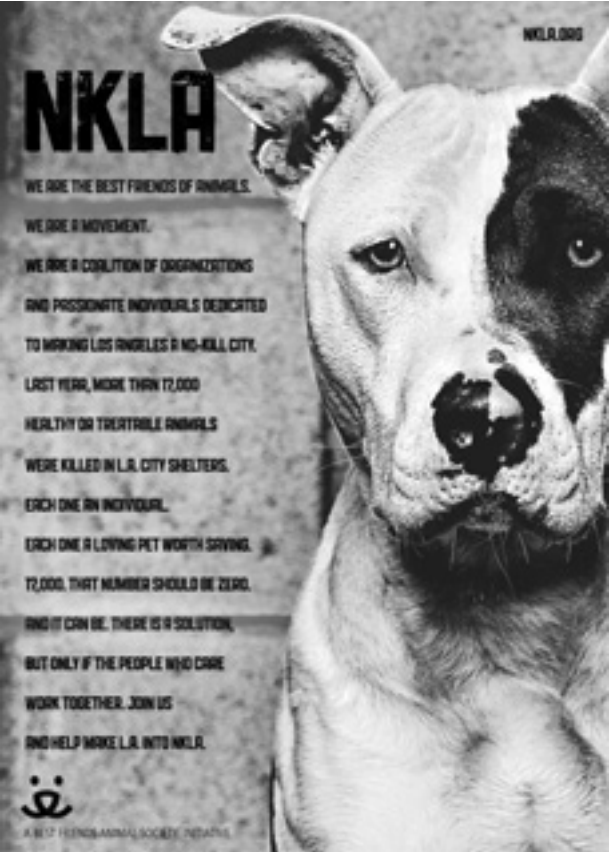
First let me say that The Zombies put on a great, classy show that seemed to be much appreciated by the thousands in attendance.

Our family got to the Pier at about 5 p.m. and sat behind several rows of chairs of people who had gotten there even earlier. Everything seem to be fine. But a couple of minutes before the show started, a group of about 50 twenty-somethings surged in from the left at the front of the audience, pushing their way in between seated audience members, rudely bumping into others and acting rowdy including pushing and shoving each other. When the Mystic Braves started playing, their little group turned into a mosh pit. They continued to allow no personal space for anyone around them and constantly brushed up against others or bumped them with no apology while passing bodies of their group over their heads. Several people who had come early picked up their chairs and left or went to the back in disgust. I saw one private security person come down the center aisle and watch what was happening. He spoke into his radio, left, and nobody else arrived. I guess nobody wanted to deal with what was happening. This awful scene continued until the Mystic Braves left the stage after about 40 minutes.

During the intermission, I went looking for the Santa Monica Police. I finally found two officers stationed at the concert entrance off the main pier walkway to the southwest of the audience area. They were standing there talking to each other. There wasn't much for them to do since most of the attendees were already inside. I told them what happened. They barely seemed interested. They told me there were two SMPD officers on either side of the stage at the front and to tell my story to them. There was no offer to contact the other officers or any other assistance offered. I went back to the left front of the stage, waded through the crowd and found no SMPD there. I asked concert goers in the area if they had seen any offers and they said "no." I think these policeman didn't want to be bothered or leave their cushy post and simply blew me off.

Thankfully the rowdy element left when the Mystic Braves did and there was no such disturbance during The Zombies. I've been going to these concerts since the beginning, but I might've been to my last.

Where was the security? Where were the police?
Jerry Jacobius
Santa Monica



Your column here

LEON KOLANKIEWICZ Send comments to editor@smdp.com

In Memory of Martha -
The Last of Her Kind

TODAY, SEPTEMBER 1, 2014, MARKS a century to the day that a legendary species of bird perished from the face of the earth. Martha, the very last surviving passenger pigeon (*Ectopistes migratorius*), died in the Cincinnati Zoo on September 1, 1914. With her death, the passenger pigeon officially went extinct.

Martha was estimated to be 29 years old on the day when she was found lifeless on the floor of her cage. No passenger pigeon had been seen in the wild for years beforehand, and none was ever seen afterward. That is why she is believed to have been the very last one.

By November 1907, Martha and two male companions were the only known surviving passenger pigeons left in the entire world. One of her companions died in April 1909 and the other in July 1910, leaving her all alone.

Martha thus spent the last four years of her life as an "endling," an individual that is the last living specimen of a subspecies or entire species. When an endling dies, a unique genome that has survived and evolved across hundreds of thousands or millions of generations dies out with it. A branch of life, one that extended unbroken across hundreds of millions of years, all the way back to microscopic, unicellular organisms, is clipped off permanently.

Once it became known that Martha was the very last of her kind, she achieved a certain morbid celebrity status. Visitors flocked to see her, and there were even offers of a \$1,000 reward to anyone who could find her a mate. Alas, too little, too late.

Zoologists estimate that about 320 species or subspecies of land vertebrates have been driven extinct since 1500, virtually all of them as a result of human actions related to overpopulation: habitat destruction and fragmentation (mostly to make way for agriculture, but also because of dams, cities, roads and logging), indiscriminate hunting, and to a smaller extent, invasive species (including introduced diseases), pollution and pesticides.

Each one of these extinguished creatures was distinctive or special, but the passenger pigeon was especially special, making its passing all the more poignant and symbolic. That's because half a century before they all vanished, passenger pigeons were by far the single most abundant bird species in America, if not the entire world. There were an estimated 3-5 billion of them: one out of every four birds north of Mexico.

Audubon magazine shared the story of a Potawatomi Indian, Simon Pokagon, who in May 1850 was camped near Michigan's Manistee River when he heard an approaching sound, as if "an army of horses laden with sleigh bells was advancing through the deep forests towards me."

Decades later, Pokagon wrote, "While I

gazed in wonder and astonishment, I beheld moving toward me in an unbroken front millions of pigeons, the first I had seen that season."

It could take hours for a single gargantuan flock, darkening the sky and numbering in the hundreds of millions, to pass a single spot; it was impossible to hold a conversation beneath them. One flock took several hours to pass over Columbus, Ohio, in 1855, blotting the sun from the sky, causing horses to bolt, children to scream, and adults to drop to their knees and pray. In 1813, naturalist and painter John James Audubon recorded another flock that took three days to cross over the Ohio River.

But Euro-American settlers came, first by the thousands and then the millions, armed with guns, saws, axes and plows. Passenger pigeons plummeted from the sky. Pigeon meat was tasty, and at first the flocks were so dense that just waving a pole in the air could kill some.

After the Civil War, the advent and expansion of the telegraph and railroad facilitated the growth of a commercial pigeon industry that butchered the birds by the billions. And forests were cleared to make way for farms.

By the 1880s the passenger pigeon was in serious trouble. And even as their numbers plunged, "there was virtually no effort to save them," naturalist Joel Greenberg told Audubon. "People just slaughtered them more intensely. They killed them until the very end."

Yet misgivings and second thoughts over the passenger pigeon's dramatic demise helped spur the nascent wildlife conservation movement at the start of the 20th century. Throughout the century just passed, the pigeon's fate has served as a cautionary tale for biologists and policymakers alike, as they ponder the implications of mindless human folly for all of nature.

Today, Project Passenger Pigeon is using the centenary to commemorate the bird and the significance of its story. Revive & Restore, headed up by the Long Now Foundation's Stewart Brand, is underwriting a controversial project to attempt resurrection of the passenger pigeon, or at least as close a doppelganger as modern genetic engineering techniques will allow, using DNA extracted from museum specimens.

The abundance of the passenger pigeon and its man-driven demise is a story that should be taught. The lessons to take away are that we can make a difference through conservation, and we can learn from our mistakes, even staggeringly monumental ones.

LEON KOLANKIEWICZ is a senior writing fellow for Californians for Population Stabilization, a wildlife biologist, and environmental scientist and planner.

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My Write

Bill Bauer

Send comments to editor@smdp.com

In house or out house?

LAST TUESDAY NIGHT, THREE ITEMS ON the City Council's consent calendar created quite a stir at what was expected to be a rather mundane council meeting.

They involved hiring private firms to provide services to the city that would normally be performed by city employees. One issue was the awarding of multi-million contracts to two companies to continue providing custodial services for the Santa Monica Pier, beach restrooms, the Public Safety Facility, Civic Center and various city offices.

City staff urged council to approve the contracts because they would save money. In the case of cleaning services for beach restrooms, staff advised, "Council could direct staff to pursue providing custodial services at the beach restrooms with City employees. The cost of contract custodial services at the beach restrooms is approximately \$2.5 million over a five year period compared to \$3.7 million if the same level of service was provided by City employees resulting in an additional cost of approximately \$1.2 million over five years to the Beach Fund."

You'd think that anytime City Hall could get good, efficient and on-time services and save money it's a "win-win" situation, right? Wrong. There were a number of folks who say, "Bad idea." They claimed outsourcing doesn't save money.

Public Works Director Martin Pastucha disagreed. He said the outside companies have provided good service to the city and disputed claims by some who claim that there have been no cost savings. "I think our numbers would show something different," he stated.

Nevertheless, council didn't approve the contracts but instructed staff to come up with a policy vis-à-vis direct employees versus outsourcing.

Next up were two items that called for outside services for the Big Blue Bus. A one-year contract with Vehicle Technical Consultants (VTC) for maintenance and repair services on Big Blue Bus facilities was approved because the current contract had expired and VTC was operating on a month-to-month basis. Another contract, for BBB detailing services was unanimously approved.

By way of background, the City of Santa Monica has about 2,200 employees. The current 2014-2015 city budget is \$575-million. Of that budget, 51 percent is employee expense including wages and benefits - or over \$291-million!

For years, city leaders have been warning us about upcoming deficits due to rising employee-related costs including benefits such as retirement, health care and pension expense. It's one reason why City Hall floated a half-cent sales tax increase (Measure Y) in 2010 - to help stave off tens of millions of dollars in employee-related red ink in the years to come.

If outsourcing reduces the expense of providing city services and maintains quality levels, it's "fine and dandy" in my book. Somewhere down the line, we have to bring municipal costs in line or face much higher

taxes and/or cuts in programs.

What should have been a slam-dunk was derailed by municipal and other union members, city employees and the usual "progressive" clique of tax and spenders who claimed that city jobs would be lost - never mind that outside contractors would probably be hiring to fulfill their contracts.

You can bet the family Prius that any new city policy will call for minimizing outsourcing and creating even more city jobs while passing the added costs on to us taxpayers.

The City of Santa Monica has a fiduciary duty to keep the costs of government down whenever and wherever possible. It is not a charity whose purpose it is to keep people employed and well paid. However, City Hall also has to strike a proper balance on doing what's right for its employees.

Incumbent Councilman Kevin McKeown, seems to be more interested in his personal social engineering agenda and currying favor with unions and special interests than serving residents, these days. He said that with the improved economy, City Hall should be able to afford the expense of more in house employees and opposed the need to outsource.

McKeown even suggested that City Hall should pay for special tutoring for city employees to pass required civil service tests. What? Spend more money on employees and/or applicants who can't even pass a civil service exam?

Uber-leftist Marcy Winograd, who has been waging a spurious campaign alleging mistreatment of animals by the operators of a children's pony ride at the Santa Monica Farmer's Market, told council that staff should begin work immediately to bring outsourced jobs back in house. No matter the cost, Marcy?

Council hopefuls who opposed outsourcing included Frank Gruber, Sue Himmelrich and Mike Feinstein. It tells me that they too have put their personal agendas before resident needs and can't be trusted to hold the line on wasteful spending and tax hikes, if elected.

This kind of thinking is just one example where the social engineering agendas of politicians and city administrators alike does absolutely nothing at all for residents but costs us dearly in fee increases for essential city services such as water, sewers and solid waste management.

And, if they aren't hitting us with fee increases they're hitting us with new or higher taxes like the jacked-up real estate transfer tax - Measure H -- on this November's ballot. They also ignore the reality that those on fixed or limited incomes are pushed further down the poverty ladder by higher taxes and general fiscal irresponsibility.

Those running for office (and in office) would be wise to remind themselves about who they serve. Special interests and unions or we the people who elect them?

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



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To be liquidated Following Previous Divorce Fine Art and Antique Connoisseur
 Rare Valuables: majority of high value magnificent Fine Art,
 Fine Jewelry, and Handmade wool & silk carpets
 from various additional other sources including previously Released



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Fine Art Oils and Graphics: Berth Morisot, Salvador Dali, Edgar Degas, Jose De Goya, Peter Max, Marc Chagall, Joan Miro, Paul Cezanne, Leroy Neiman, Bernard Buffet, Andy Warhol, Picasso, Itzhak Tarkay, Gustav Klimt, Henri Matisse, Pino, Leroy Neiman and many others. There will be rare Fine Handmade Oriental & Persian Rugs: Fine Quom, Bidjar, Heriz, Anatolia, Master Persian, Tyserkhan, Hamadan, Afshar, Palace Jaipur, Karajeh, Mashad, Fine Tabriz, Fine Sarouk, Oushak and many other oriental rugs. Fine Collection of rare Watches: Rolex, Plaget, Chronoswiss Imperia, Cartier, Baume & Mercier, Hublot, Girard-Perregaux, Breitling, IWC, Patek Philippe & more. | Fine Jewelry: Diamonds, Rubies, Emeralds and Sapphires set in rings, bracelets, pendants and necklaces. Tiffany & Co. | 5.67ct Solitaire Diamond Ring, 174.43ct Ruby & Diamond Necklace, 10.47ct Diamond Bracelet, 3.78ct Emerald & Diamond Necklace, 35.96ct Sapphire & Diamond Necklace, 8.93ct Diamond Earrings, 31.95ct Emerald Necklace, 64.78ct Ruby Necklace, 36.40ct Black Diamond Necklace and more.

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 A public parking garage is available on 7th Street next to the museum.

Terms: Cash, Visa/MC, Amex, Certified Checks, 15% Buyers Premium. Armed Police security on premises. All sales final. Photo ID required for admission, CA Bond Auctioneer. Picture of home for promotional purposes only. This auction is not affiliated with any gov't agency. Jewelry and Art Certified. For more info please call 323-793-1364 or for more information go to consignee website stcenturion-auction.com

SURF REPORT



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Surf Forecasts

Water Temp: **71.7°**

MONDAY – FAIR – SURF: 1-2 ft thigh to chest high
Modest SW swell takes over - plus sets for standouts;
SSW Marie swell drops out; small NW windswell

TUESDAY – POOR – SURF: 2-3 ft thigh to chest high
Modest SW swell - plus sets for standouts; small NW windswell

WEDNESDAY – POOR – SURF: 2-3 ft Knee to chest high
Modest SW swell - plus sets for standouts

THURSDAY – POOR – SURF: 2-3 ft Knee to chest high
Old SW swell drops out; new SSW groundswell builds -
plus sets in the PM for long period focal points

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 27, 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 — 1
Number of beach closures due to a sewage spill — 2
Number of wet days — 0
Number of A grades for dry/wet weather — 42 / 0
Number of (C,D,F) grades for dry/wet weather — 2 / 0

The Beach Report Card is made possible by:

SMA

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	LOCATION	DRY	WET
Leo Canillo Beach, at Arroyo Sequit Creek mouth.	A+	no	Will Rogers State Beach at Bel Air Bay Club drain near fence.	B	no
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	no	Will Rogers State Beach at Palga Canyon storm drain.	A+	no
(S) Pescadero State Beach, between Lachasa and Las Alas creeks.			Will Rogers State Beach at Tennessal Canyon drain.	A+	no
(Local) Canyon at (S) Matadero State Beach.	A+	no	Will Rogers State Beach at Santa Monica Canyon drain (Chantrelle).	A	no
Broad Beach at Tennessal Creek mouth.	A+	no	Santa Monica Beach at Montano Ave. drain.	D	no
Zuma Beach at Zuma Creek mouth.	A+	no	Santa Monica Beach at Wilshire Blvd. drain.	B	no
Walnut Creek, projection of Wildfire Rd. (private).	A+	no	Santa Monica Municipal Pier.	A	no
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	no	Santa Monica Beach at Pico/Venice storm drain.	A+	no
Escamille Creek, just east of Escamille State Beach.	A+	no	Santa Monica Beach at Strand St. (in front of the restaurants).	A+	no
Lafite Canyon Creek mouth.	A+	no	Ocean Park Beach at Adland Ave. drain.	A+	no
Solstice Canyon at San Blasco County Beach.	A+	no	Venice City Beach, at the Rose Ave. storm drain.	A+	no
Puerto State Beach at creek mouth.	A+	no	Venice Beach at Brooks Ave. drain.	A+	no
Marie Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	B	no	Venice Beach at Windward Ave. drain.	A+	no
Surfside Beach at Malibu Colony Inlet.	A+	no	Venice Fishing Pier - 50 yards south.	A+	no
Surfside Beach (beach location) - daily.	A	no	Venice Beach - projection of Topsoil St.	A	no
Malibu Pier - 50 yards east.	A	no	Marina del Rey, Mothers' Beach - lifeguard tower.	C	no
Carbon Beach at Sweetwater Canyon.	A+	no	Dockweiler State Beach at Ballena Creek mouth.	A	no
Las Flores State Beach at Las Flores Creek (joint vent).	A+	no	Dockweiler State Beach at Culver Blvd. drain.	A+	no
Big Rock Beach at 19948 PCH stairs.	A+	no	North Westchester Storm Drain at Dockweiler State Beach.	A+	no
Pena Creek at Las Flores County Beach.	A	no	Dockweiler State Beach at World Way (south of DWR jetty).	A+	no
Tuna Canyon.	no	no	Dockweiler State Beach at Imperial Hwy drain.	A+	no
Topanga State Beach at creek mouth.	A+	no	Dockweiler Beach - opposite Hyperion Treatment Plant.	A+	no
Conferock Storm Drain at Castle Rock Beach.	no	no	Dockweiler State Beach at Grand Ave. drain.	A	no
Santa Ynez Storm Drain at Castle Rock Beach.	A+	no			
Will Rogers State Beach at 17208 PCH (1/4 mile east of Sunset drain).	A+	no			

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
no — no sample taken

Heal the Bay

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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Printed on recycled paper (optional beach).

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

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



Earth Talk

By the editors of E Magazine

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Send comments to editor@smdp.com



Matthijs Rouw, courtesy Flickr

GARBAGE: Waste from electronic devices is a serious environmental threat

e-waste solutions

Dear EarthTalk:

We must really be swimming in electronic waste, what with all the iPhones and other devices that are so common. How is this all being dealt with?

Mary Shufelt

New Bern, NC

WITH ELECTRONIC EQUIPMENT AND gadgets the fastest growing waste stream in many countries, how to deal with so-called “e-waste” may in fact be one of the most pressing environmental problems of the 21st century. According to BCC Research, consumers around the world purchased 238.5 million TVs, 444.4 million computers and tablets and a whopping 1.75 billion mobile phones in 2012 alone. Most of us discard such items within three years of purchase, and this is driving the global growth in e-waste by some eight percent a year. Meanwhile, a recent study conducted by researchers from the Massachusetts Institute of Technology (MIT) on behalf of the United Nations found that the growth in demand for and manufacturing of new electronics will result in a 33 percent increase in e-waste globally between 2012 and 2017.

But why is e-waste any more of a problem than old-fashioned garbage? “Some of the materials in personal electronics, such as lead, mercury and cadmium, are hazardous and can release dangerous toxins into our air and water when burned or deposited in landfills improperly,” reports the non-profit Natural Resources Defense Council (NRDC). “And throwing away metal components, like the copper, gold, silver and palladium in cell phones and other electronics, leads to needless mining for new metals.”

Today some 80 percent of unwanted electronics are disposed of improperly. “E-waste is either discarded or exported to emerging nations, where open-air burning and acid baths are used to reclaim precious metals and other elements,” reports Maureen O'Donnell in EHS Journal. The lack of proper controls in such countries, she says, has led to elevated lead levels in children and heavy metals pollution of soil and water. As a result, she adds, “we now stand at the forefront of a growing environmental catastro-

phe.”

The good news is that many nations have enacted new laws to hold manufacturers responsible for the future e-waste created by their products. The European Union has led the way with its Waste Electrical and Electronic Equipment (WEEE) Directive, which calls on electronics makers to “take back” their products for recycling when consumers upgrade to something new, and restricts European countries from exporting or importing e-waste. Japan and China are among other countries that have passed similar laws.

The U.S. government has yet to follow suit, but the Electronics Takeback Coalition (ETC) reports that 21 U.S. states have implemented their own “take back” laws, and several other states are considering similar legislation. Meanwhile, environmentalists continue to pressure Congress to consider similar legislation at the national level, given especially that Americans' are the world leaders in generating e-waste.

Additionally, many manufacturers are adopting voluntary e-waste recycling certification standards. One is the e-Stewards program, which helps those looking to dispose of obsolete electronics identify recycling options that adhere to high standards of environmental responsibility and worker protection. Another program, R2 Certification, run by the non-profit SERI, is supported by several large manufacturers, including DirecTV and Microsoft. Consumers can do their parts by choosing manufacturers that embrace so-called “producer pays” electronics recycling through participation in one of these programs.

For more information, visit ETC, www.electronicstakeback.com; e-Stewards, www.e-stewards.org; SERI, www.sustainableelectronics.org; WEEE, http://ec.europa.eu/environment/waste/weee/legis_en.htm.

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KNOW BEFORE YOU GO

Expo Light Rail Line

For the week of September 1, 2014 please note the following activities:

7th St. and Colorado Ave. - Full closure of intersection for rail crossing construction from 7 a.m. September 2 to 7 a.m. September 12.

20th St. between Olympic Blvd. & Colorado Ave. - Closures through 9 p.m. Friday to 6 a.m. Monday 9/5-9/8 and 9/12-9/15.

14th St. and Colorado Ave scheduled signal outage: September 4 and 5 from 9 a.m. to 3 p.m.

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

17th St. and Colorado Ave: Eastbound Colorado Ave. and northbound right-turn lane closures during daytime hours.

20th St. between Colorado Ave. and Olympic Blvd.- Northbound and southbound lane closures during daytime hours.

26th St. between Olympic Blvd. and Cloverfield Ave. - Eastbound and westbound lane closures during daytime hours

Cloverfield Ave. and Olympic Blvd. - Eastbound Olympic right turn lane and southbound Cloverfield lane closures.

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 closures 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).



the south side of Broadway between 2nd St. and 3rd Street Promenade during the hours of 9 a.m. to 4 p.m. M-F. Please use alternate routes whenever possible. For more information, please contact Chris Navarre, Project Superintendent at (562)233-6880 for a 24hr response.

Southern California Gas Company - Gas Main Installation Project

For the week of September 1, 2014, there will be an eastbound lane closure on Colorado Blvd from Ocean Ave to 4th Street during the hours of 8am and 4pm 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 - Beginning on Monday, June 2, 2014, there will be lane closures on 4th St and Colorado Ave.

Santa Monica-Malibu USD - Santa Monica High School. Beginning on Monday, 8/4/14, 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

Alley Resurfacing Project

For the week of September 1, 2014 - September 7, 2014, the alley will be closed beginning 24 hrs, from 7:30 a.m. 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 September 1, 2014, 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. btwn Pico Blvd. and Bay St. (west side of Lincoln)
2601 Lincoln Blvd. btwn Ocean Park Ave. and Hill St. (east side of Lincoln)

MAIN

2905 Main St. btwn Ashland Ave. and Marine St. (east side of Main)
2601 Main St. btwn Ocean Park Blvd. and Hollister St. (east side of Main)

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

Annual Tree Trimming

For the week of September 1, 2014, the City's annual tree pruning program will take place on Ashland - Lincoln to 14th Street and Lincoln - Pico to City Limits South. 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, 2014, 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, and (310) 458-8721 ext. 5385

Water Main Replacement Project

For the week of September 1, 2014, the contractor will begin set up of the construction site and potholing for existing utilities on Colorado Avenue between 4th Street and Ocean Avenue and on Ocean Avenue between Moomat Ahiko Way and Colorado Avenue. During construction, the roadway will be reduced to one lane of traffic in each direction. Please use alternate routes when possible and expect some delays. For more information, please contact Eric Schoenen, CM/Inspector at (424)625-3445 or City's contact: Carlos Rosales, PM at (310) 458-8721, x2620.

PRIVATE DEVELOPMENT:

Southern California Edison (SCE) - Underground Electrical Vault Replacement
Beginning on Tuesday, 9/2/2014, there will possible be an intermittent lane closure on

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MOVIE TIMES

Aero Theatre
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(310) 260-1528

No movie

AMC Loews Broadway 4
1441 Third Street Promenade
(310) 458-3924

Boyhood 2:43 (R)
11 a.m., 1:40 p.m.

The Hundred-Foot Journey 2:02 (PG)
11:25 a.m., 2:15 p.m., 4:50 p.m., 7:55 p.m., 10:20 p.m.

Lucy 1:29 (R)
5:30 p.m., 8:10 p.m., 10:35 p.m.

The Giver 1:37 (PG-13)
11:15 a.m., 2:25 p.m., 5:15 p.m., 7:40 p.m., 10:40 p.m.

When the Game Stands Tall 1:55 (PG)
11:10 a.m., 1:50 p.m., 4:30 p.m., 7:15 p.m., 10:10 p.m.

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

As Above, so Below 1:33 (R)
11:45 a.m., 2:30 p.m., 5:05 p.m., 7:45 p.m., 10:15 p.m.

Frank Miller's Sin City 2: A Dame To Kill For 1:42 (R) 3D
2:45 p.m., 5:30 p.m., 8:15 p.m., 10:45 p.m.

Frank Miller's Sin City 2: A Dame To Kill For 1:42 (R)
11:55 p.m.

Guardians of the Galaxy 2:01 (PG-13) 3D
2 p.m., 8 p.m.

Guardians of the Galaxy 2:01 (PG-13)
10:40 a.m., 4:15 p.m. 10 p.m.

If I Stay
11:30 a.m., 2:10 p.m., 4:45 p.m., 7:30 p.m., 10:30 p.m.

Let's Be Cops 1:44 (R)
10:50 a.m., 1:40 p.m., 4:10 p.m., 7:05 p.m., 9:55 p.m.

The November Man 1:48 (R)
10:45 a.m., 1:30 p.m., 4:05 p.m., 7 p.m., 9:50 p.m.

Teenage Mutant Ninja Turtles 1:41 (PG-13) 3D
5:15 p.m., 10:45 p.m.

Teenage Mutant Ninja Turtles 1:41 (PG-13)
11:15 a.m., 1:35 p.m., 7:15 p.m.

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

GO WITH THE FLOW TONIGHT, CAPRICORN

ARIES (March 21-April 19)

★★★★ Deal with someone directly in the morning. A discussion might reveal that there is a lot of common ground that exists between you. Understand that you have a problem to deal with that might demand some detachment. Tonight: Look beyond the obvious.

TAURUS (April 20-May 20)

★★★★★ Others will be domineering. You might not like the implications of this behavior. Maintain a calm exterior, and hopefully the interior will follow. Use the afternoon to have a long-overdue discussion with someone who could be a good resource. Tonight: Talk turkey.

GEMINI (May 21-June 20)

★★★★ Act as if you have a special opportunity heading your way, and you are likely to make it become a reality. Free yourself up in order to maximize its potential. The afternoon will serve you well if you decide to network. Tonight: Be a duo.

CANCER (June 21-July 22)

★★★★★ Your creativity will be in higher demand than you realize. Be prepared to cover all bases at once, and you just might succeed in doing so. Listen to someone else's suggestion before you present your own. Tonight: Play it easy.

LEO (July 23-Aug. 22)

★★★★ Getting going might take more effort than you realize. You simply won't be up for running around. Consider how fortunate you are that today is Labor Day. Don't worry -- you will get into the holiday pace in the evening. Tonight: Let out your inner wild child.

VIRGO (Aug. 23-Sept. 22)

★★★★ You might want to say something that's been on your mind. Use care, as someone could have a strong reaction. Be calm and level-headed, and it all will work out. Tonight: And the party goes on.

LIBRA (Sept. 23-Oct. 22)

★★★★ Curb a tendency to be possessive or jealous, as it only creates tension. It also could aggravate others even more. You might be taken aback by a revelation from someone you care a lot about. Tonight: Out late.

SCORPIO (Oct. 23-Nov. 21)

★★★★ You'll dive into your day full of energy. It is Labor Day, after all, and you're free to do what you want. Use care with your spending, as it could be nearly impossible to avoid certain costs. Tonight: Let someone else pick up the tab.

SAGITTARIUS (Nov. 22-Dec. 21)

★★★★ Listen to a roommate's or loved one's thinking in the morning. An idea or two actually might appeal to you. Do adequate reflection on the matter. By the afternoon, you'll have a solid sense of what you want. Tonight: As you like it.

CAPRICORN (Dec. 22-Jan. 19)

★★★★ Listen to others during a meeting. Goodwill is likely to circulate among you and others. Use the afternoon for some solid reflection and decision-making. What seems irrelevant could be more significant than you might choose to believe. Tonight: Go with the flow.

AQUARIUS (Jan. 20-Feb. 18)

★★★★ Your words might hurt a friend, even if your intention was not to zero in on this person's sensitivities. Make it a point to let him or her know that you simply are concerned with a different matter that concerns someone else. Tonight: Join a loved one for some fun.

PISCES (Feb. 19-March 20)

★★★★ Defer to someone else, and recognize that the issue is much bigger than he or she will be able to visualize. Understand that you are able to see the big picture, whereas others might not. Take the lead with a project. Tonight: Out till the wee hours.

Monday, September 1, 2014

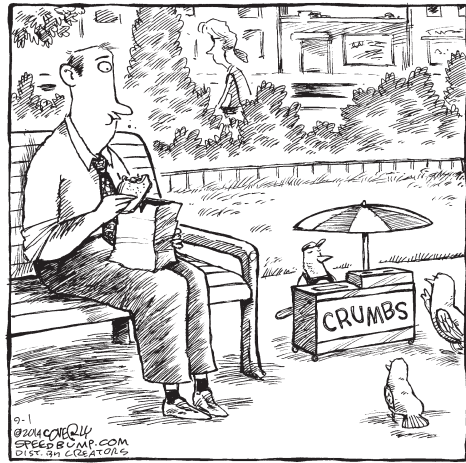
This year you open up to better communication between you and others. Your innate sense of direction mixed with your sensitivity provides a new, dynamic path if you are open to change. Infuse your life with energy and caring. If you are single, check out a potential sweetie with scrutiny and perhaps even some cynicism. Someone you meet easily could be emotionally unavailable, which could lead to a hurtful situation. You are one year away from meeting someone significant to your life history. If you are attached, spending time alone with your significant other will delight both of you. Love continues to blossom with your care. SAGITTARIUS grounds 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?
Check out the HOROSCOPES above!

Speed Bump

By Dave Coverly



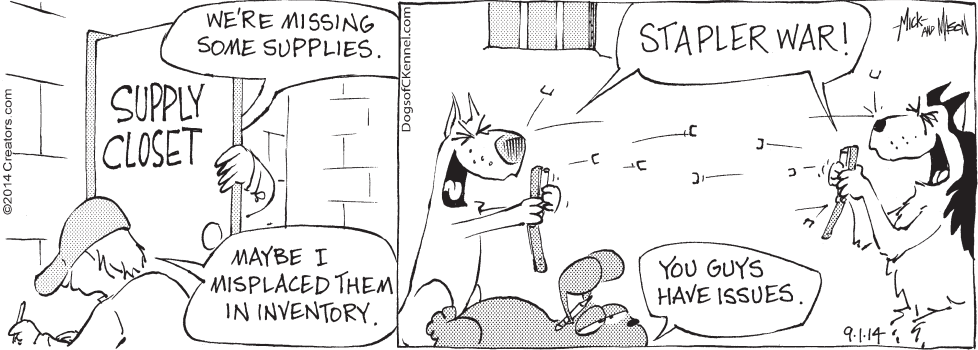
Strange Brew

By John Deering



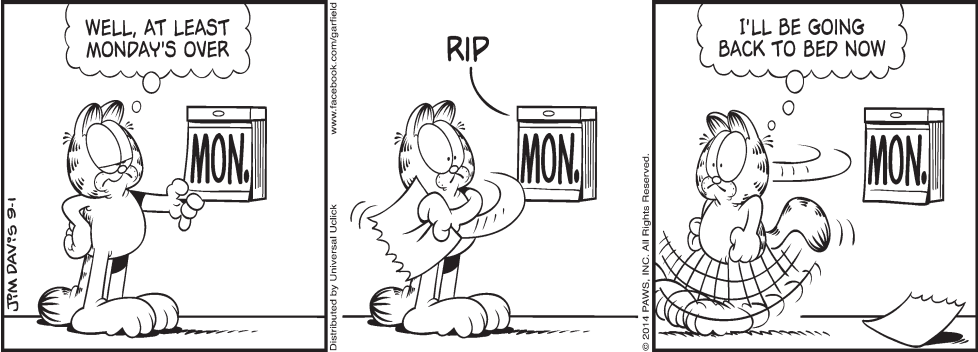
Dogs of C-Kennel

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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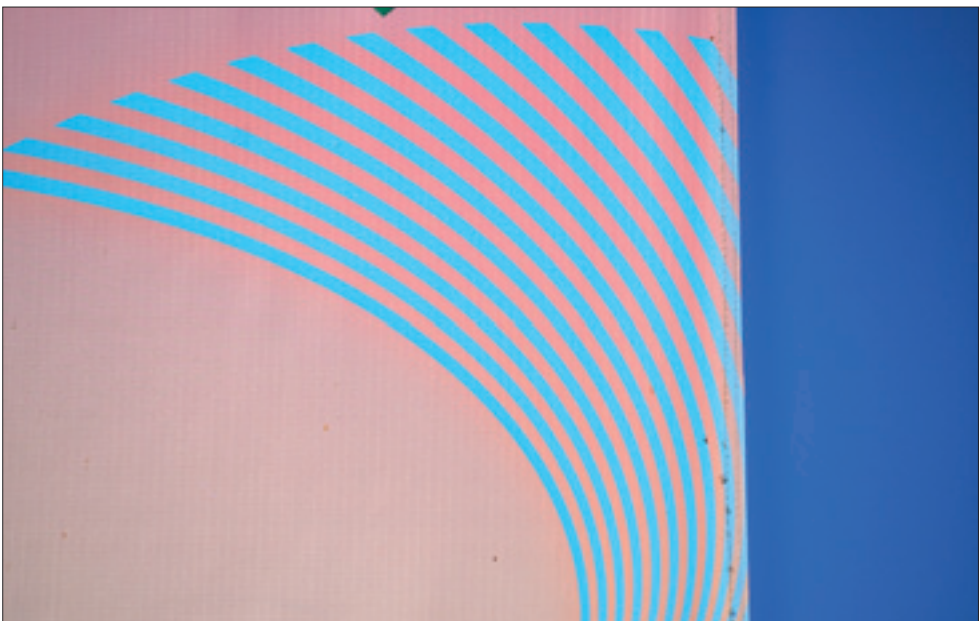
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MYSTERY PHOTO

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 Rodeo rope
6 Chance to swing
11 Poppy product
12 Modeling asset
13 Doorstop shape
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Puzzles & Stuff

NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ In America, We're All Great Parents: (1) Kayla McKenzie, 22, was charged with DUI in Bismarck, North Dakota, a condition that led her to crash into five separate vehicles or structures on Aug. 12 -- while, according to police, three unsecured children were in her car, including a year-old infant riding in her lap. Nonetheless, said the 0.252 blood-alcohol driver, "I look like a bad mother, but I'm not. I'm actually a really good mom." (2) Rayvon Campos, 22, pleaded guilty in San Antonio in August to first-degree felony assault of his 1-month-old daughter that resulted in brain hemorrhaging. Nonetheless, he reassured the judge, "This is the first time I've ever been in trouble. ... I'm a real good dude."

■ A fire hydrant at 393 University Ave. has brought in more parking ticket revenue (since 2008) than any other hydrant in Toronto -- \$289,620 on 2,962 violations, according to an August Toronto Star report. While hydrants are usually located at curbside to facilitate fire-engine access, the one at 393 University Ave. was placed about 20 feet from the curb, in the middle of a sidewalk, and obscured by a tree in a planter about 8 feet long. (Nonetheless, the law's wording treats the hydrant, for illegal-parking and revenue-earning purposes, as if it were curbside.)

TODAY IN HISTORY

1961- The Eritrean War of Independence officially begins with the shooting of the Ethiopian police by Hamid Idris Awate.

1967- The Khmer-Chinese Friendship Association is banned in Cambodia

1969- A coup in Libya brings Muammar Gaddafi to power.

1969- Tran Thien Khiem becomes Prime Minister of South Vietnam under President Nguyen Van Thieu.

1970- Attempted assassination of King Hussein of Jordan by Palestinian guerrillas, who attack his motorcade.

1972- In Reykjavik, Iceland, Bobby Fischer beats Russian Boris Spassky to become the world chess champion.

1974- The SR-71 Blackbird sets (and holds) the record for flying from New York to London in the time of 1 hour, 54 minutes and 56.4 seconds at a speed of 1,435.587 miles per hour (2,310.353 km/h).

1979- The American space probe Pioneer 11 becomes the first spacecraft to visit Saturn when it passes the planet at a distance of 21,000 kilometres (13,000 mi).

1980- Terry Fox's Marathon of Hope ends near Thunder Bay, Ontario.

1980- Major General Chun Doo-hwan becomes President of South Korea, following the resignation of Choi Kyu-hah.



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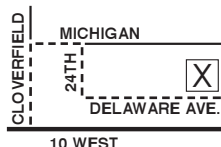
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SMO

FROM PAGE 1

rebut their arguments along with Santa Monica Transparency Group Chair Mary Marlow and anti-airport activist John Fairweather. Winterer and Vazquez were strongly opposed to the recent controversial Hines development project and Davis ultimately cast a vote against it as well.

They argue that Measure D includes tricky language that would require changes to the airport be approved by a majority of registered Santa Monica voters, whether or not they vote in the election. Essentially their claim is that, under the Measure D language, if changes to the airport were proposed to the people, nearly 32,000 voters (half of those registered) would have to show up and vote in favor of those changes. Under this theory, even if 30,000 people vote in favor of changes to the airport, and nobody votes against them, the changes wouldn't go into effect.

Proponents of Measure D call these arguments “shocking.”

“While our City Councilmembers based their entire argument on an illogical interpretation of the word ‘majority,’ the Santa Monica City Attorney’s own ‘impartial sum-

mary’ makes crystal clear that if adopted, the Voters Decide Initiative would require a majority of the voters voting to agree to close the Airport and redevelop the land,” they say.

In her analysis of the measure, City Attorney Marsha Moutrie addresses the language.

“The voter-approval requirement of the measure may also be somewhat unclear,” she said, “however, the term ‘voter approval’ should be interpreted to mean approval by a simple majority of those actually voting.”

Proponents of the measure have agreed to this definition in writing, she said.

Winterer and Fairweather wrote arguments for Measure LC, along with three other notable residents.

They claim that Santa Monica residents, back in the 1920s, intended the land to be used as a park and that Measure LC will cap development in the area.

“As the City prepares to take ownership of our Airport in 2015, this may be your last chance to ensure special interests don't win again,” they said. “Vote to reaffirm the wisdom of this land purchase Santa Monicans made themselves almost a century ago. Smart then, even smarter now.”

dave@smdp.com

ROAST

FROM PAGE 1

Virginia Avenue Park Farmers Market from 9 a.m. until the Chile's are gone. While some roasts tout the Hatch pepper, a variety grown in New Mexico, the Santa Monica market stays true to its roots by only using peppers grown by local farmers. The varieties vary but may include Poblano, jalapeno or Anaheim.

“We have some peppers now but it gears up in the fall,” said Jodi Low

Farmers Market Coordinator II. “We get wonderful chilies from people like Tutti Frutti Farms and others. We always source the peppers from our farmers and we bring them to Virginia Ave. Park for the roasting.”

The actual roaster resembles the offspring of a raffle cage and a dragon. Propane powered burners point flames into the tumbling cage as it moves the peppers across the heat.

The roasted chilies are bagged up and

sold by the pound. Prices will vary based on market rates and there's the possibility that a few “guest vegetables” might find their way into the roaster over the course of the day. Low said they freeze well but most get eaten within hours of purchase.

In October, the market will host its All You Can Carry Pumpkin Patch. For a flat \$5 fee, participants can walk away with all the pumpkin they can physically carry.

It's truly a man (or woman) vs. pumpkin event. No bags, straps or equipment of any kind is allowed and once the contestant enters the patch, they are on their own, no-one can help select, stack or pack for them. The pumpkins must be carried from the patch, down a hay-lined walkway to a finish line.

“We do a variety of seasonal promotional events to get people to the market, keep people interested in what is available seasonally and also to have fun,” said Low.

Low provided two recipe suggestions for using the fresh roasted chilies.

Summer Corn Pudding

INGREDIENTS

- 4 cups fresh corn kernels (from about 6 ears), divided
- 2 large eggs
- 1 1/2 cups half-and-half
- About 1 tsp. coarse kosher salt
- 1/2 cup chopped roasted green chilies
- 1 cup crushed buttery salted crackers (such as Ritz Crackers or Carr's Croissant Crackers, crumbled), divided
- 4 tablespoons melted butter, divided
- 1/2 cup grated Monterey jack cheese or pepper jack cheese

INSTRUCTIONS

- Preheat the oven to 350°. Grease a 2-qt. baking dish.
- Put 1 3/4 cups corn kernels in bowl of a food processor. Pulse until mixture is puréed but still a bit chunky, about 5 pulses. Set aside.
- In a large bowl, whisk together eggs, half-and-half, and 1 tsp. salt. Add whole and puréed corn kernels, green chilies, 1/4 cup crackers, and 3 tbsp. melted butter. Stir to combine. Spoon mixture into prepared baking dish and scatter cheese over top.
- In a small bowl, mix together remaining 3/4 cup cracker crumbs and 1 tbsp. melted butter. Sprinkle over cheese.
- Bake pudding 45 to 50 minutes, or until puffed and golden brown. The edges should be a bit crusty and the center still a little jiggy. Serve hot.

Fall Chilies Stuffed with Pomegranate Salad

INGREDIENTS

- 4 fresh poblano chilies (3 to 4 oz. each)
- 5 tablespoons orange juice
- 1/4 cup lime juice
- 1 firm-ripe avocado (about 10 oz.)
- 1 to 2 teaspoon minced fresh jalapeño chili
- 1/3 cup chopped green onions
- 1/3 cup chopped fresh cilantro
- 1 cup pomegranate seeds
- Salt
- 1/4 cup crumbled cotija or feta cheese

INSTRUCTIONS

- In a 10- by 15-inch pan, broil poblano chilies 4 to 6 inches from heat, turning as needed, until skins blister and blacken all over, 15 to 20 minutes.
- When chilies are cool enough to touch, gently pull off and discard skin. Cut a lengthwise slit through 1 side of each chili. Gently scoop out and discard seeds and veins; leave stems on chilies.
- In a bowl, mix orange juice and lime juice.
- Peel and pit avocado. Cut into 1/4- to 1/2-inch chunks and add to bowl. Add jalapeño chili, green onions, cilantro, and pomegranate seeds. Stir gently to mix salad. Add salt to taste.
- Lay chilies on plates, slit side up. Spoon equal amounts of salad into each chili; some of the salad will overflow. Sprinkle cotija cheese evenly over stuffed chilies.

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ALCOHOL FROM PAGE 1

"The economy is very strong and a lot of vacant spaces and spaces that have been vacant for several years are filling up," said Planning Director David Martin. "Often times when a new restaurant comes in, they change the operation and they need to ask for an alcohol (conditional use permit)."

He said businesses must apply for an alcohol license if they are asking to serve alcohol at a location for the first time, if a prior license has expired or if they are making significant changes to a site. With regards to the applications that night, reasons included all of the above.

The first applicant was Andrew Kirschner, owner of Tar and Roses who has taken over a second restaurant space on the corner of Santa Monica Blvd. and 7th Street. Kirschner said he plans to open a new restaurant named the Santa Monica Yacht Club and he asked for a license to sell beer, wine and spirits as late as 2 a.m. every day.

"By no means am I opening a night club or a rowdy environment," he said. "I'm a chef first and foremost, that's what I'm trained in."

He said he had every intention of creating a local tradition that would be embraced, not opposed, by the neighborhood. His current business does not have a license to sell hard alcohol and he said the full permit would significantly increase the new restaurant's appeal.

"We're naming it the Santa Monica Yacht Club in the hope that it becomes an institution and sticks around for 15 years, which is the terms of my lease," he said.

The commission questioned the need to serve alcohol until 2 a.m. every day and also asked for additional restrictions on alcohol service on the restaurant's patio.

Commissioner Richard McKinnon expressed support for the 2 a.m. cutoff as the city's planning documents specifically list the area as being an active use but said he was open to compromise.

"One thing about the City is we do have people that work later and are looking for places to eat later and enjoy a drink with their dinner," he said.

McKinnon eventually supported a motion by Commissioner Newbold that would allow alcohol service until 2 a.m. Friday - Saturday and cut service at 1 a.m. the rest of the week. Commissioners Himmelrich and Parry opposed the measure with Himmelrich citing a desire to allow for later hours during holidays.

The Commission also supported an application by restaurateur Bob Lynn of LGO Hospitality for a new alcohol license the current site of Callahan's Diner. Lynn recently purchased the building and he said the current owners of Callahan's have chosen to close on December 31. Lynn, whose company owns several restaurants nationwide including the Misfit in Santa Monica, plans to open a new restaurant in the same location.

Lynn lives on 18th Street and said he is committed to opening a business that serves the neighborhood that will be his actual neighbors. He described his request to serve alcohol as an economic necessity not a path to the bar business.

"Santa Monica is our home town and we absolutely love this building and think it's a huge opportunity," he said. "Quite frankly, to make the economics make any kind of sense, if they do at all, we have to drive a healthy dinner business and that's not going to be possible if we have the veto vote for a group of six that comes in and wants to have a drink."

While two residents protested any additional alcohol licenses in town, most speakers were in favor of the proposal. Andrew Hoyer, representing the Mid-City Neighbors, said he understood the desire to

serve spirits in a restaurant and the reduction in operating hours from midnight to 10 p.m. solved many problems.

"Any objections I had, I feel have been pretty well addressed," he said.

In approving the application, the Commission supported a staff proposal that reduced the restaurant's operating hours and allowed alcohol sales from 8 a.m. to 10 p.m.

The third applicant, Starbucks, was issued a conditional use permit to implement its new "Starbucks Evening" program at the corner of Olympic Drive and Main Street. The new program, rolling out nationwide, expands the store's food service and adds alcohol sales during evening hours.

Charlie Utter Regional Director for Starbucks Coffee said the program had been operational in Calabasas for two year, serving between six - ten alcoholic drinks a day with zero problems.

"This really is an add on and particularly for groups that come in where two people might want coffee and one person wants wine or beer," he said. "The character of Starbucks is very similar, in fact, in my experience in most of those stores you have to look pretty carefully to see that there's beer and wine being served."

He said the store does not employ anyone under the age of 21, that employees are trained to watch for potential problems and that Starbucks corporation isn't going to risk its reputation by operating a business that causes problems.

The Starbucks is part of a mixed-use development recently opened on the site. According to the Development Agreement, of the 20,000 square feet of retail space, up to 17,000 will be restaurants with alcohol. Starbucks is the first applicant but the developer's representative said an upscale general store, Jones on Third, and a new restaurant concept, Seersucker, are both expected to open soon and also apply for alcohol permits.

Commissioner Gerda Newbold expressed support for the broadest version of the application. "I'd approve it as it stands," she said. "I actually think this seems totally reasonable, it's exactly the location where this should be, near a lot of hotels and not a lot around it right now."

Other Commissioners struggled with the concept of a coffee shop expanding into an evening café and questioned if the business served enough food to qualify as a restaurant but they eventually approved some alcohol sales in the store.

"I'm not sure what we're concerned about, that there's going to be a rowdy crowd of people drinking at Starbucks? I don't see that," said Commissioner Amy Anderson.

Several residents opposed the permit arguing that Starbucks should be prohibited from selling alcohol due to its history as a coffee shop, that the location was too close to Tongva Park and that the program would be a problem for the nearby Santa Monica High School.

Utter said the company's history selling non-alcoholic drinks shouldn't be held against it as they expand their business.

"We do understand that for part of the population, this is a shift in how they understand Starbucks," he said. "They've been coming to Starbucks for 20 years and if you haven't been to one that served beer and wine, that can be a shift and I'm not sure we're going to be able to change that perception."

The application was approved, but with several conditions including a mandate that alcohol and food be brought to tables (not passed across a counter), alcohol must be purchased with a food item, alcohol sales cannot exceed 15 percent of total revenues and alcohol can't be openly displayed.

matt@smdp.com

BUSINESS

FROM PAGE 1

energy has helped our company diversify our business approach and differentiate ourselves from our competition.

Q: Why choose Santa Monica as the company's HQ?

A: Santa Monica has always been close to my heart. I love going to the beach and being outdoors; rarely do my best ideas come to be when I'm sitting behind my desk. I came to know Santa Monica while earning my bachelors at UCLA and it became my go-to neighborhood for much of my free time. When it came to deciding where I wanted to set up my business, there was no question. I love the team evolution that has happened here. We are surrounded by the very brightest young entrepreneurs as we learn from them.

Q: Are there any life lessons that you've learned here that apply to the business world?

A: A majority of your life is spent in the workplace, so you need to enjoy where you work so you can enjoy your life. It is also important to establish a work/life balance. Being in the center of Santa Monica, makes it easy for all of us to play hard after a day of working hard. Santa Monica has evolved so much since my days in college, and I think that's what makes it such a unique environment for businesses. Success is about all about evolving, and we get to experience the evolution of our clientele first-hand.

Q: What advice do you give to young entrepreneurs?

A: This country was founded on the concept of the "American Dream"; the keys to achieving that concept are persistence, hard work and will power. Do not take things for granted; be humble in all aspects of your work. Set high standards for yourself and work hard for your goals. But most importantly, don't be afraid to fail and find something that you enjoy doing.

Q: What advice have you received over the years that has proven to be valuable?

A: Taking risks is a part of business and success, so don't be afraid to take the road less traveled and take pride in doing what other people say you can't.

Q: Lasting 20 years is a significant accomplishment for any business, what have been the keys to the success?

A: Various industries have different strategies to keep in mind when it comes to business, but there is no single recipe for success. I believe in hard work, persistence and patience. I am an advocate of dreaming big, but I also know that success takes time. One of the keys to success is understanding that having a high-quality product or service to offer is not enough to provide you with the edge over your competitors. You have to know your market, your competitors and your audience. Always be on the lookout for new opportunities and continually strive to improve your business practices. You have to stand out from the crowd: be better than great.

With the William Warren Group, we not only offer quality services, but we also have a human side. Our human capital is our biggest asset at the WWG. We care for our customers, take pride in our work and have

fun while we're at it. We believe people's belongings are an extension of themselves and they need to be treated with the special care they deserve. Our slogan, "Your Stuff Matters", really reflects the way we feel. We aim to take the storage business beyond the commonplace in the market and it's proven to be a successful path. Lastly, surround yourself with smart people. The very best manager is someone who has the vision to hire people smarter than they are.

Q: How has the business changed/evolved over 20 years?

A: The storage industry has gone through a lot over the last 20 years. Back then, I worked in the home building industry and noticed how great the demand was for self storage and additional space. That's how the William Warren Group started.

Since the 90's, there has been a rapid increase in the number of new storage facilities and the self storage sector came out among the top-performing industries at the turn of the recession. We saw an opportunity with the individual operators and began proactively acquiring portfolios to help grow the business and gain economies of scale to deliver a more dominant platform.

Over the last few years, we have become one of the few privately owned businesses to become a major player in the industry. So far in 2014, the WWG has grown the StorQuest Self Storage brand by more than 27 percent with the recent acquisition of a large portfolio. This year, we have grown our platform to encompass 105 stores totaling more than 7 million square feet in eight states. Our goal is to double within the next three to five years and become a nationally recognized brand offering superior quality and unmatched customer service.

We have witnessed an increasing demand from institutional investment firms to deploy capital into the storage sector alongside disciplined management teams. We believe that our recent and future acquisitions will expand our opportunity pipeline and expedite the growth of our company.

Q: What challenges does the business face today?

A: As with any entrepreneurial company, there are challenges. There are so many options for customers to choose from when it comes to storing their belongings. With a number of great companies, the sector has become very competitive. If you want to stand out from the crowd, you really have to deliver something special. Finding viable underserved markets that will perform well in the long-term is a key challenge in continuing to grow. Our recently acquired assets provide a value-added opportunity to capitalize on the respective state's economic rebound and provide even more options to our loyal client base. Having purchased this new portfolio is another step toward achieving our ultimate goal of having a dominant storage platform and exceptional brand. It takes a while to build up the business, but we want to be in the game for a long time.

The William Warren Group, Inc. (WWG) is a privately held, fully integrated, entrepreneurial real estate company that develops, acquires and operates self storage assets in major metro markets in the US. To learn more about the William Warren Group and its growing brand, StorQuest Self Storage, please visit www.WilliamWarren.com and www.storquest.com.

- EDITED BY MATTHEW HALL

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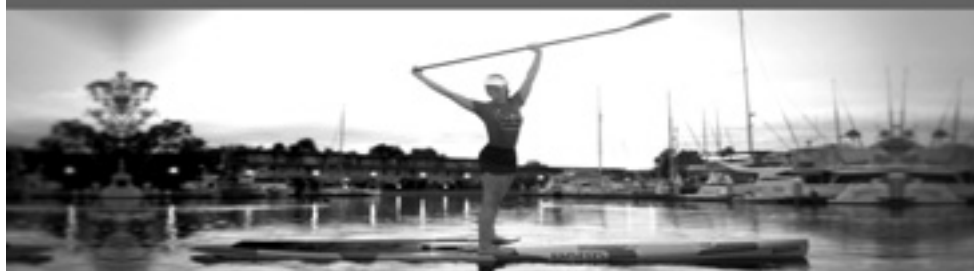
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014210404 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/01/2014 The following person(s) is (are) doing business as THE SHORES KITCHEN. 395 SANTA MONICA PLACE SUITE 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: 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.Â The full name of registrant(s) is/are: MARISA ANNELLE CRABTREE 2625 JOHNSTON STREET LOS ANGELES, CA 90031. 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/:MARISA ANNELLE CRABTREE. MARISA ANNELLE CRABTREE.Â 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: 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 & AS-SOC. . 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: 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 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: 2014199278 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/23/2014 The following person(s) is

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(are) doing business as APPLIED FP&A SOLUTIONS, APPLIED FP&A . 1603 HAVEMEYER LN. , REDONDO BEACH, CA 90278. The full name of registrant(s) is/are: MARK KAWAKAMI 1603 HAVEMEYER 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

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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: 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.

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 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.Â The

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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:Â 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.Â 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 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.Â 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:Â 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.Â 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.Â 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:Â 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

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LEIGH BELMONT.Â 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.Â The full name of registrant(s) is/are: DENISE MORRISON 32171 SAILVIEW LANE WESTLAKE VILLAGE, CA 91361. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: DENISE MORRISON. DENISE MORRISON.Â 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 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.Â The full name of registrant(s) is/are: TRACI HOFFBERG 4138 VANTAGE AVE. STUDIO CITY, CA 91604. 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)08/03/2014. /s/: TRACI HOFFBERG. TRACI HOFFBERG.Â 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

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violation of 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.Â 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:Â 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.Â 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 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 FUGO. 316 N. BEACHWOOD DR. , BURBANK, CA 91505.Â The full name of registrant(s) is/are: ELECTRIC POSTAGE LLC. 316 N. BEACHWOOD DR. BURBANK, CA 91505. 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/:DAX VALDEZ. ELECTRIC POSTAGE LLC.Â 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.Â The full name of registrant(s) is/are: EDELSONENTERPRISES, LLC. 5452 WOODMAN AVENUE SHERMAN OAKS, CA 91401. 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/:MICHAEL EDELSON. EDELSONENTERPRISES, LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 08/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT

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EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 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.Â The full name of registrant(s) is/are: ALLISON APODACA 10207 COLLETT AVE. NORTH HILLS, CA 91343. 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/:ALLISON APODACA. ALLISON APODACA.Â 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 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.Â The full name of registrant(s) is/are: CHRISTINA CURRIER 308 N. LOUISE ST. #11 GLENDALE, CA 91206. 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/:CHRISTINA CURRIER. CHRISTINA CURRIER.Â 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 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 91307. 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/: DANIEL ALLAN CARLIN. DANIEL ALLAN CARLIN.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. NOTICE: THIS

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FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of 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.

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.

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

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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 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.Â The full name of registrant(s) is/are: HASSINA LEELARATHNA 12922 OSBORNE ST. ARLETA, CA 91331. 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/: HASSINA LEELARATHNA. HASSINA LEELARATHNA.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 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.

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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 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 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.Â 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:Â 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.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 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

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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 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 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.

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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 CONNEC-TION. 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 Li-ability 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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, 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 Li-ability 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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 CA-REER 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 AN-GELES 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 FICTI-

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MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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, OF-FICIAL 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 Mon-ica Blvd. Suite 302 Santa Monica CA 90404. This Business is being con-ducted by:Â a Limited Liability Com-pany. The registrant has not yet com-menced 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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, CLICK-STACK, BIZCLICKS. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Mon-ica Blvd. Suite 302 Santa Monica CA 90404. This Business is being con-ducted by:Â a Limited Liability Com-pany. The registrant has not yet com-menced 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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 CA-REER UPDATES, DIRECT JOB FINDER, NEW CAREER OFFERS. 3122 Santa Mon-ica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Mon-ica Blvd. Suite 302 Santa Monica CA 90404. This Business is being con-ducted by:Â a Limited Liability Com-pany. The registrant has not yet com-menced to transact business under the

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fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC.Â This statement was filed with the County Clerk of LOS AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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 VIL-LAS, 16949 SO. WESTERN AVE., GAR-DENA, CA 90247.Â The full name of reg-istrant(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 ANGE-LES, CA 90035. This Business is being conducted by:Â 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 LIE-BERT. SEALS III, LLC, THE GOLDMAN FAMILY NO. III (G) LLC.Â This statement was filed with the County Clerk of LOS ANGELES County on 07/25/2014. 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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

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HELPER, PERFECT CARD SPOTTER, NEW CARD FEATURES, NEW CARD CONNEC-TION, 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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 AS-SISTANT, AUTO BARGAIN HUNTER, AUTO DEAL EXPERT, DAILY AUTO SAVINGS, FI-NANCE HELPER. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Mon-ica Blvd. Suite 302 Santa Monica CA 90404. This Business is being con-ducted by:Â a Limited Liability Com-pany. The registrant has not yet com-menced 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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: 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 ANGE-LES, CA 90049. The full name of regis-trant(s) is/are: SUSAN SIMON 11337 BURNHAM ST. LOS ANGELES, CA 90049. This Business is being conducted by: an Individual. The registrant com-menced to transact business under the fictitious business name or names listed on (Date)1998. /s/: SUSAN SIMON. SUSAN SIMON. This statement was filed with the County Clerk of LOS AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-sions 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 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 AS-SISTANT, AUTO BARGAIN HUNTER, AUTO DEAL EXPERT, DAILY AUTO SAVINGS, FI-NANCE HELPER. 3122 Santa Monica Blvd. Suite 302 , Santa Monica CA 90404.Â The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Mon-ica Blvd. Suite 302 Santa Monica CA 90404. This Business is being con-ducted by:Â a Limited Liability Com-pany. The registrant has not yet com-menced 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-sions 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 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 Com-pany. The registrant has not yet com-menced 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 busi-ness name statement in violation of 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 ANGE-LES, 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 regis-trant has not yet commenced to trans-act business under the fictitious busi-ness 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

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NAME STATEMENT MUST BE FILED
PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious busi-ness name statement in violation of 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 ES-TATE AND MORTGAGE BROKERS, SAM-SON INTERIOR DESIGN, SAMSON LAND-SCAPING. 9903 SANT MONICA BLVD. #501 , BEVERLY HILLS, CA 90212.Â The full name of registrant(s) is/are: SAM-SON 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 AN-GELES 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 FICTI-TIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Sec-tion 14411et seq.,Business and Profes-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 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 con-ducted by:Â a Limited Liability Partner-ship. The registrant has not yet com-menced to transact business under the fictitious business name or names listed above. /s/:DEBORAH P. GUTIER-REZ. 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 busi-ness name statement in violation of 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 Busi-ness is being conducted by:Â a Limited Liability Company. The registrant has not yet commenced to transact busi-ness under the fictitious business name or names listed above. /s/:MICHAEL J.

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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 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: 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. JOSEPH 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: 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

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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 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 08/11/2014, 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: 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: 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

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LUCY. 1626 MONTANA AVE. , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: VICTORIA ANDA-HAZY 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: 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: 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: 2014 227623 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on

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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 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. ÂThe 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: Âan 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.. 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

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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 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 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).

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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 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 (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: 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: 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 AUCKLAND AVE. , N HOLLYWOOD, CA 91606. The full name of registrant(s) is/are: 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).

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ness name statement in violation of 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 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: 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 PROS. 9744 WILSHIRE BOULEVARD SUITE 203 , BEVERLY HILLS, CA 90212. Âthe 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: Âan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/21/2014. /s/: JAMES PATRICK ALEXANDER. JAMES PATRICK ALEXANDER. 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: 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

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NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of 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: 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: 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. . 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 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

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FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of 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: 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: 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 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. 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

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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: 2014210673 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 LCYG HOUSE CLEANING. 3729 CLARINGTON AVE. #5 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: Yolanda Nepomuceno 3729 CLARINGTON AVE. #5 LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/2013. /s/: Yolanda Nepomuceno. Yolanda Nepomuceno. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014237983 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/21/2014 The following person(s) is (are) doing business as H AND R CONSTRUCTION AND REMODELING , DBA H & R ELECTRIC. 1418 S. CREST DR. , LOS ANGELES, CA 90035. The full name of registrant(s) is/are: H & R CONSTRUCTION AND REMODELING, INC. 1418 S. CREST DR. LOS ANGELES, CA 90035. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)4/1/12. /s/: HADAR ROTHSTEIN. H & R CONSTRUCTION AND REMODELING, INC.. This statement was filed with the County Clerk of LOS ANGELES County on 08/21/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014241976 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/26/2014 The following person(s) is (are) doing business as EXQUIS HOME CARE. 8560 SUNSET BLVD 5TH FLOOR , WEST HOLLYWOOD, CA 90069. The full name of registrant(s) is/are: EXQUIS HOME CARE, LLC 8560 SUNSET BLVD 5TH FLOOR WEST HOLLYWOOD, CA 90069. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced

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to transact business under the fictitious business name or names listed above. /s:/RICARDO O. GRAY . EXQUIS HOME CARE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 08/26/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014210336 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 HUGH'S CUSTOM UPHOLSTERY. 8655 BELFORD AVE. 116 , WESTCHESTER, CA 90045. The full name of registrant(s) is/are: HUGO ENRIQUE ESPARZA 8655 BELFORD AVE. 116 WESTCHESTER, CA 90045. 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:/HUGH'S CUSTOM UPHOLSTERY. HUGH'S CUSTOM UPHOLSTERY. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 243513 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/27/2014 The following person(s) is (are) doing business as R CREW MARKETING. 11204 BALBOA BLVD. #315 , GRANADA HILLS, CA 91344. Âthe full name of registrant(s) is/are: STEPHEN ROMINE 11204 BALBOA BLVD. #315 GRANADA HILLS, CA 91344. This Business is being conducted by: Âan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: STEPHEN ROMINE. STEPHEN ROMINE. Âthis statement was filed with the County Clerk of LOS ANGELES County on 08/27/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 241095 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/25/2014 The following person(s) is (are) doing business as 562Computer. 1128 Magnolia Ave. , Long Beach, CA 90813. Âthe full name of registrant(s) is/are: Sokhoeun Anthony Yay 1128 Magnolia Ave. Long Beach, CA 90813. This Business is being conducted by:

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Âan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/Sokhoeun Anthony Yay. Sokhoeun Anthony Yay. Âthis statement was filed with the County Clerk of LOS ANGELES County on 08/25/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 239555 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as THE CLAW. 2928 4TH ST. #38 , SANTA MONICA, CA 90405. Âthe full name of registrant(s) is/are: JANE E. MONTEAGLE 2928 4TH ST. #38 SANTA MONICA, CA 90405. 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:/JANE E. MONTEAGLE. JANE E. MONTEAGLE. Âthis statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 239558 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as ONLY THE BRAVE BLOG. 4509 RODEO LANE APT. #2 , LOS ANGELES, CA 90016. Âthe full name of registrant(s) is/are: DOMINIQUE M. OVERTON 4509 RODEO LANE APT. #2 LOS ANGELES, CA 90016. This Business is being conducted by: Âan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/23/2014. /s/: DOMINIQUE M. OVERTON. DOMINIQUE M. OVERTON. Âthis statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 239556 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as APOTHECARY GALLERY. 565 W. 2ND ST. UNIT 1 , POMONA, CA 91766. Âthe full name of registrant(s) is/are: MEGAN C. MCDANEL 565 W. 2ND ST. UNIT 1 PO-

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MONA, CA 91766, JAMES M. SAMANIEGO 565 W. 2ND ST. UNIT 1 POMONA, CA 91766. This Business is being conducted by: Copartners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/01/2014. /s/: MEGAN C. MCDANEL. MEGAN C. MCDANEL, JAMES M. SAMANIEGO. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT

FILE NUMBER: 2014 237228 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/20/2014 The following person(s) is (are) doing business as SOWESTBRED MUSIC AND FILM STUD HALL. 4557 W. ADAM BLVD. , LOS ANGELES, CA 90016. ÂThe full name of registrant(s) is/are: JASON MCDONALD 18635 KLUM PL. ROWLAND HEIGHTS, CA 91748. This Business is being conducted by: ÂAn Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: JASON MCDONALD. JASON MCDONALD. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/20/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT

FILE NUMBER: 2014 233240 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 LINK. 8486 W. 3RD STREET , LOS ANGELES, CA 90048. ÂThe full name of registrant(s) is/are: THE STATION BAR & GRILL, LLC. 8486 W. 3RD STREET LOS ANGELES, CA 90048. 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/:THOMAS BENEDICT. THE STATION BAR & GRILL, LLC.. ÂThis 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT

FILE NUMBER: 2014 229723 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on

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08/15/2014 The following person(s) is (are) doing business as Fairlane Mobile Lodge 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024. ÂThe full name of registrant(s) is/are: SEALS IV, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024, THE GOLDMAN FAMILY NO. IV (G) LLC 424 9TH STREET, SANTA MONICA, CA 90402, GOLDMAN TARA HILLS, 817 N. BEDFORD DR., BEVERLY HILLS, CA 90210. This Business is being conducted by: Âa Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1967. /s/: N. SCOTT LIEBERT. PACIFIC MOBILE II. ÂThis 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT

FILE NUMBER: 2014 243515 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/27/2014 The following person(s) is (are) doing business as HAIRARTIZ. 9911 PICO BLVD. STUDIO 40 , LOS ANGELES, CA 90035. ÂThe full name of registrant(s) is/are: ANDREA SCHWANDA 1593 GENE AVE. SIMI VALLEY, CA 93565. This Business is being conducted by: ÂAn Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/27/2014. /s/: ANDREA SCHWANDA. ANDREA SCHWANDA. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/27/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT

FILE NUMBER: 2014 245376 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/29/2014 The following person(s) is (are) doing business as BRANDBAGS. 11601 WILSHIRE BLVD. SUITE 1800 , LOS ANGELES, CA 90025. ÂThe full name of registrant(s) is/are: MARTIN LAITRE 11601 WILSHIRE BLVD. SUITE 1800 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/:MARTIN LAITRE. MARTIN LAITRE. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/29/2014. 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 09/01/2014, 09/08/2014,

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09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT

FILE NUMBER: 2014244680 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/28/2014 The following person(s) is (are) doing business as THEA DELPHINE. 2507 N. BEACHWOOD DRIVE #2 , LOS ANGELES, CA 90068. The full name of registrant(s) is/are: AMBER BECTON 2507 N. BEACHWOOD DRIVE #2 LOS ANGELES, CA 90068. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:AMBER BECTON. AMBER BECTON. This statement was filed with the County Clerk of LOS ANGELES County on 08/28/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT

FILE NUMBER: 2014 229724 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 Tara Hills Mobile Manor 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024. ÂThe full name of registrant(s) is/are: SEALS IV, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024, THE GOLDMAN FAMILY NO. IV (G) LLC 424 9TH STREET, SANTA MONICA, CA 90402, GOLDMAN TARA HILLS, 817 N. BEDFORD DR., BEVERLY HILLS, CA 90210. This Business is being conducted by: ÂA Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1967. /s/: N. SCOTT LIEBERT. PACIFIC MOBILE IV. ÂThis 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

FICTITIOUS BUSINESS NAME STATEMENT

FILE NUMBER: 2014 241094 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/25/2014 The following person(s) is (are) doing business as FM GROUP, FM REALTY. 1143 S. MAGNOLIA AVE. #206 , LOS ANGELES, CA 90006. ÂThe full name of registrant(s) is/are: MAELLIN SUN PARK 1143 S. MAGNOLIA AVE. #206 LOS ANGELES, CA 90006. 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/:MAELLIN SUN PARK. MAELLIN SUN PARK. ÂThis statement was filed with the County Clerk of LOS ANGELES County on 08/25/2014. 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

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the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Â

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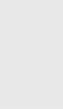


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