FREE

MONDAY, SEPTEMBER 20, 2004

Volume 3, Issue 267

Santa Monica Daily Press

A newspaper with issues

DAILY LOTTERY

SUPER LOTTO
11 22 24 31 39
Meganumber: 22
Jackpot: 29 Million

FANTASY 5
4 8 12 16 30

DAILY 3
Daytime: 6 9 0
Evening: 9 6 7

DAILY DERBY
1st: 02 Lucky Star
2nd: 10 Solid Gold
3rd: 09 Winning Spirit
RACE TIME: 1:46.38

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ The unnamed young man who won the latest "Jackass" contest, sponsored by Chicho's Restaurant in Virginia Beach, Va., in August, first came to the attention of police when he was spotted wandering around at 1 a.m. bleeding from an amateur Mohawk haircut. Also, his chest, stomach, buttocks and legs were heavily industrial-strength stapled, and he had slice marks on his side and a broken collarbone (from a back flip off the bar). He had also swallowed and vomited a live goldfish and broken a beer bottle over his head, but all in all, he said, he was proud. (The restaurant manager was fired.)

■ Koko, the famous gorilla that was taught about a thousand words in American sign language, had recently been telling her handlers at her apartment at the Gorilla Foundation in Woodside, Calif., that her mouth hurt. It was only a toothache, but treatment would require her to be anesthetized, and the foundation decided to take advantage and give her a complete physical, with specialists volunteering to work on a "star." (Said Dr. David Liang of Stanford's medical school, "Koko is less demanding" than other celebrities.) Afterward, according to an Associated Press reporter, Koko met with her doctors and motioned one woman to come closer. The woman, awed by this brilliant animal, playfully handed Koko her business card, which Koko promptly ate.

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Santa Monica hopes to solve its identity crisis

What is it about Santa Monica that makes it so unique?

BY GENEVA WHITMARSH
Daily Press Staff Writer

When a friend suggests a weekend trip to Sin City, it's pretty much a foregone conclusion where you'll be headed.

Chances are extremely high that you'll be heading to Las Vegas, a city millions of people have come to associate with gambling, entertainment and excess. But how could you describe Santa Monica without — well — using the words, Santa Monica?

That's the question officials at the city's convention and visitor's bureau are posing to residents, elected officials and visitors in an effort to create what's referred to in the industry as a "destination brand" for the city. But they're quick to point out, however, that the idea isn't simply to create a

See CVB, page 7

Woman shot while walking down street

By Daily Press staff

OCEAN PARK — A woman is listed in stable condition at a local hospital after she was shot in the arm while walking in this neighborhood early Sunday morning.

At about 3:45 a.m., Santa Monica police officers responded to the 800 block of Pacific Street where the victim said she was walking when a man pulled up in a car and stopped next to her. The suspect attempted to talk to the victim and when she looked toward him, she saw him pointing a handgun at her, police said. The victim turned away and began to run, when she heard a loud pop and realized that she had been shot

See SHOOTING, page 5

COMMUNITY**PROFILES** | COMMUNITY PROFILES IS A WEEKLY SERIES THAT APPEARS EACH MONDAY AND DELVES INTO THE PEOPLE WHO LIVE, WORK AND PLAY IN SANTA MONICA.

Westside pride: School director leads cheer

BY GENEVA WHITMARSH
Daily Press Staff Writer

FOURTH STREET — The 150 students here create their own books, sew shirts and use woodworking skills to craft their own toys.

Not a traditional curriculum to be sure — but one that director Jeffrey Graham embraces without a hint of modesty.

"People need to know about the Waldorf school," he said. "It's a model to which other schools can aspire."

It's been less than a year since the 47-year-old New York native became the school's director, inheriting, among other things, a civil lawsuit against a celebrity fundraiser who has been convicted of defrauding the



See WALDORF, page 6

Charity case







Carolyn Sackariason/Daily Press

Matt Kowal, winner of the all-you-can-eat pasta contest, takes one for the team Sunday afternoon at Buca Di Beppo. Kowal volunteered his expanded stomach during a fundraiser benefiting the Santa Monica Salvation Army. He ate 3.25 pounds of pasta in 10 minutes before being declared the winner. The champion celebrated by regurgitating all over himself (bottom).

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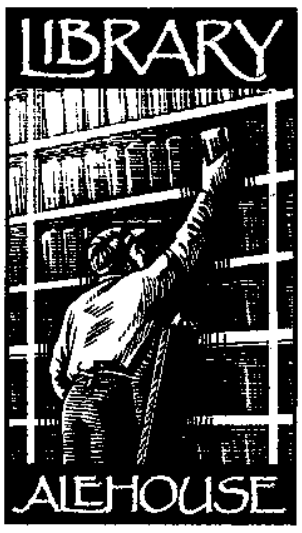
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Be supportive tonight, Gem

JACQUELINE BIGAR'S STARS The stars show the kind of day you'll have:



★★★★★-Dynamic ★★★★-Positive ★★★-Average ★★-So-so ★-Difficult

ARIES (March 21-April 19)
★★★ Events and communication will encourage and challenge you to detach. In between facts or information there is some coloration. Dig into the story and get the facts only, please. Play amateur detective and get the whole story. Tonight: Revise your thinking.

TAURUS (April 20-May 20)
★★★ Others run with the ball, but somehow you find that someone's made an error. You might need to pull in the reins and break down facts and figures piece by piece. Don't worry about another's resentment. Tonight: Check your facts and figures.

GEMINI (May 21-June 20)
★★★★ Others want things their way. At least when matters or events end up somewhat a mess or chaotic, no one can blame you. Trying to help someone put logic where chaos lies might not work. Tonight: Be supportive.

CANCER (June 21-July 22)
★★★ You want to get work done, but information, calls and visitors could be most distracting and actually cause you to make a mistake. Close your door or take work home. The key is completing your work. Tonight: Try a new type of exercise. Tae Bo, maybe?

LEO (July 23-Aug. 22)
★★★★ Your perceptions could be turned upside down by information heading in your direction. Remember, nothing is written in stone, but with your creativity and ingenuity, you can turn a hassle into a winning situation. Tonight: Brainstorm away.

VIRGO (Aug. 23-Sept. 22)
★★ Pressure builds, especially within your personal life. You might need to reverse a pattern or make a personal adjustment in your domestic life. Verify everything you hear; you might not be "hearing" others' true intent. Tonight: Try to clear the air in a relationship.

LIBRA (Sept. 23-Oct. 22)
★★★★ You might be confused, but know that you aren't the only one. Be upfront and ask the right questions. You need information. Once you get all the facts, you can sit down and put two and two together. Tonight: Avoid being overly sensitive.

SCORPIO (Oct. 23-Nov. 21)
★★★ A hands-on approach works financially. You cannot allow others to work with your funds, not even a trusted accountant or family member. You might offend someone by saying "no" to his or her plans or help. This too will pass. Tonight: Pay bills.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You're on top of your game, or so you think. Others (partners and superiors) might be way too challenging for your taste. You might decide to approach a hot situation differently. Either way, you'll gain. Tonight: You're allowed to do whatever you want.

CAPRICORN (Dec. 22-Jan. 19)
★★ Pull back, understanding that you do not have all the facts of the story. You will gain them if you aren't judgmental and if you say very little. (Think all you want!) Good listening skills make all the difference in what happens in the long run. Tonight: Sort through what is said.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ Friends mean well, but you're in a tizzy dealing with those who are closer to you. Know when to say "no" and give your attention to those who count. Relate individually to key partners and associates. Tonight: Romp away with a child or loved one.

PISCES (Feb. 19-March 20)
★★★★ Bosses and authority figures claim their power, but in a manner you might not appreciate. Remember who is in charge. A partner also could be touchy, as he or she might be having similar feelings. Go with the flow. Tonight: Adjust plans if responsibilities call.

Santa Monica Daily Press

Published Monday through Saturday
Phone: 310.458.PRESS(7737) • Fax: 310.576.9913
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LOCAL

COMMUNITY BRIEFS

Gambling on charity

By Daily Press staff

Everyone's a winner at the annual casino night benefit for the Santa Monica Family YMCA.

Las Vegas-style gambling, including a night at the races, will be the order of the day when the Santa Monica Y's Men's Club hosts the Seventh Annual Casino Night to benefit youth programs at the Santa Monica Family YMCA. The event will take place on Friday from 7 p.m. to 11 p.m. at the Santa Monica Family YMCA.

The $25 tax-deductible donation will give attendees casino chips to blackjack, roulette and craps, as well as valuable prizes. This year's event also will include parimutual-style betting on horse racing. The highlight of the evening is a silent auction featuring a variety of gifts. Free food and a no-host bar also will be available. Attendees can purchase 10 tickets for $200.

The Santa Monica Evening Y's Men and Santa Monica Breakfast Y's Men will collaborate on the event in an effort to improve the future of the Santa Monica Family YMCA, primarily in the area of youth programs. Last year's event raised nearly $15,000 part of which was used to resurface the playground of the YMCA's Camp Big Bear, as well as providing for Camp Big Bear scholarships for underprivileged youth.

For more information, call (310) 393-2721.

More California children fall into poverty

By Daily Press staff

California is not the Golden State for many children.

The Children's Defense Fund (CDF) recently released an analysis of census data that shows significantly more California children are living in poverty than the nation. Using U.S. Census Bureau data, the study also revealed that the number of children living in poverty increased over last year. More than 1.75 million children in California in 2003 lived in a family with incomes below the federal poverty level — about $15,000 for a family of three. This represents nearly 1 in 5 of all California's children. Children who are poor are more likely to die in infancy, have a low birthweight, and lack health care, housing, adequate food, and receive lower scores in math and reading.

"The 2004-2005 state budget that was recently signed by Governor Schwarzenegger temporarily avoided drastic cuts to most children's services and programs, but a lack of new revenues will result in California's budget deficit carrying over to next year's budget and beyond," said Deena Lahn, policy director at the Children's Defense Fund of California.

CDF's national report contrasts the poverty line with basic daily expenses needed to raise a family.

For more information is available online at www.childrensdefense.org/familyincome/childpoverty/definingpoverty.pdf.



STILL A MYSTERY

No one has won last week's mystery photo contest. The first person to guess where this photo was taken will win a free gift. Here's a hint: It's not a public travesty, but it's close. E-mail answers to sack@smdp.com.

Do you have community news?

Submit news releases

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SURF REPORT

As the swell peaks later today it looks good for solid shoulder- to head-high surf for most spots with good SSW exposure and sets to a couple of feet overhead at standout breaks through Orange County and select other spots.

Expect 4 to 5 feet, occasionally 8 feet and fair conditions.

Today the water is:

71°

Write us at wood@smdp.com and tell us what the surf is doing today at your local break.

	LOW TIDES				HIGH TIDES			
	Morning	Height	Evening	Height	Morning	Height	Evening	Height
SATURDAY	5:30	1.7	6:55	0.7	12:01	4.3	11:54	5.7
SUNDAY	5:58	2.2	8:12	0.8	1:06	3.6	12:36	5.6
MONDAY	**6:27**	**2.8**	**9:51**	**0.6**	**2:53**	**3.2**	**1:34**	**5.4**
TUESDAY	N/A	N/A	11:23	0.3	N/A	N/A	3:00	5.3
WEDNESDAY	10:23	3.4	N/A	N/A	7:05	3.7	4:39	5.4
THURSDAY	12:29	-0.1	12:02	3.0	7:35	4.1	5:58	5.7
FRIDAY	1:19	-0.4	1:03	2.4	8:03	4.5	7:00	6.0

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The Q Line

Since the 1990s, Santa Monica City Hall has been closed to the public every other Friday. It's part of a statewide effort to reduce car trips — to cut down on pollution and traffic.

Several other cities also are part of the program, but practice it in different forms. In Santa Monica, employees are supposed to work 80 hours a week in nine days, with most taking the 10th day off. Other cities just reduce their staff levels and keep their services available on Fridays.

But staff are considering opening some departments, like building and safety, to the public five days a week. The idea was proposed in a recent study looking at inefficiencies within City Hall, which also suggested customer service needs improvement.

So this week, Q-Line wants to know, "Do you think City Hall should be open five days a week? Why or why not?"

Call (310) 285-8106 before Friday at 5 p.m. and we'll print your response in our weekend edition. Please limit your comments to a minute or less. It might help if you think about the wording of your response first.

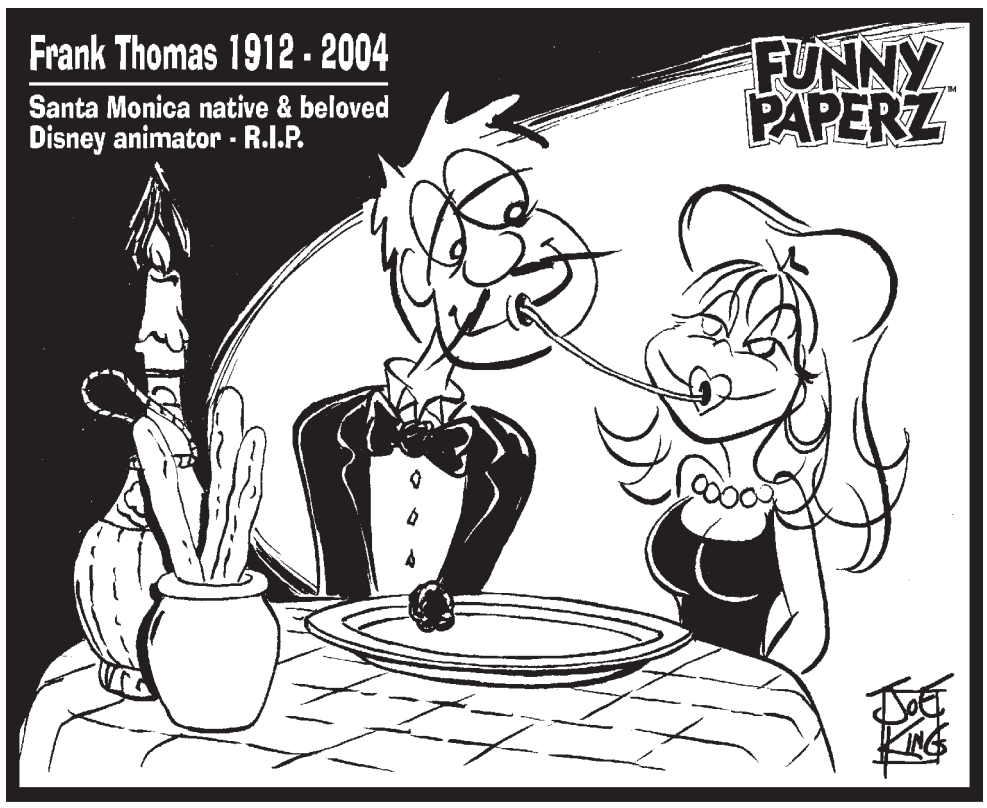
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OPINION



"THE LADY AND THE TRAMP" © 2004 WWW.FUNNYPAPERZ.COM

LETTERS TO THE EDITOR

Candidate needs crash course on airport issue

Editor:

Kathryn Morea could not be less informed if she thinks that "nothing happens between election time" (SMDP, Sept. 15, page 6) regarding the Santa Monica Airport and the local community. Friends of Sunset Park and former board member Cathy Larson vigorously has spearheaded action against the jet traffic. Community members are regularly attending Airport Commission meetings, monitoring the aircraft decibel levels, pushing for stronger regulations and seeking help with environmental restrictions. Marty Rubin has organized "The Concerned Residents Against Airport Pollution" to continually update us on meetings and the latest information, a great community resource.

Morea herself indicated at the beginning of Monday's public forum that she was not totally informed regarding the airport issue. If she claims to be representing the Pico neighborhood area, and wants to fully represent the community on our City Council, then she should be updating her awareness of our continuing attempts to reduce the jet traffic at the Santa Monica Airport.

Ellen Mark
Santa Monica

Malibu has its own issues

Editor:

In all the talk about the secession of Malibu from our Santa Monica-Malibu Unified School District, no one yet has raised the sensitive and troublesome issue of what will happen to those many communities that are part of the "Malibu 90265" postal area but that consistently have insisted on remaining unincorporated, refusing to become part of the city of Malibu.

Unlike the city of Santa Monica, which generously gives millions of dollars each year to benefit every segment of the school district, the city of Malibu, being more frugal and pragmatic, is unlikely to subsidize folks living in the various high-income, unincorporated Malibu neighborhoods that owe no allegiance to Malibu City Hall.

It was precisely because of such opposition to incorporation by so many Malibu communities that it took four cityhood campaigns over four decades before the city of Malibu finally became a reality. The 1991 incorporation vote succeeded only by drawing these areas outside its boundaries:

■ Sunset Mesa, adjacent to the old Getty Museum, a sizeable tract whose residents reject Malibu (despite their Malibu addresses) and identify more closely with Pacific Palisades.

■ Pepperdine University, which includes family housing for faculty and staff, as well as student dorms.

■ Numerous residential areas in the foothills a mile or so inland from PCH plus coastal zones on the east (Topanga Beach) and west (Leo Carrillo Beach, County Line).

In designing a proposed Malibu School District, do these neighborhoods get lumped in with the city of Malibu they have refused for so long to join, or do they somehow remain tied to Santa Monica even in the event of a district breakup?

The more closely one examines this frivolous notion of splitting the school district, the more impractical and senseless it becomes. The majority consensus is that the Santa Monica-Malibu system is one district, indivisible.

Rufus Baker
Santa Monica

GUEST COMMENTARY **BY ROBERT GARMONG**

Abolish the FCC before the right to free speech disappears

The Super Bowl "wardrobe malfunction" was not just a scandal, was ruled a criminal act:

The Federal Communications Commission fined CBS an incredible half-million dollars for the incident.

This is just the beginning of the crack-down. The FCC's commissioners now call for the power to regulate cable television, in addition to broadcast media. Congress has voted to increase the maximum fine the FCC can impose tenfold, from $27,500 to $275,000. FCC commissioner Michael Copps has vowed that he will not be satisfied until "I see us send one or two ... cases for license revocation."

In this headlong rush to expand the government's authority over the media, no one has paused to consider whether the government should have such authority in the first place. No one has noticed that the very existence of the FCC is a flagrant violation of the right to free speech.

Throughout history, the norm was tyranny over the mind. Men were allowed to speak only by government imprimatur, until America's first amendment established freedom of speech as a central premise of our nation. The First Amendment declares that "Congress shall make no law ... abridging the freedom of speech, or of the press." This language could not be clearer, or more absolute: No matter who disagrees with you or considers your speech offensive, the government may not abridge your right to say it.

Free speech protects the rational mind, and its literary, intellectual and scientific products. It means the absolute right to express one's views, so long as one does not violate the rights of others. Free speech means no American should fear the fate of Galileo, persecuted for daring to assert scientific truths that contradicted the official church's doctrines, nor that of Socrates, put to death for offending the state.

Yet the FCC exists to dictate what can be said on-air. Since the early days of radio, every broadcast station has been allowed to exist only if it applies to the FCC for permission to use the airwaves. In exchange for their licenses, broadcasters must promise to serve the "public interest." Stations that the FCC regards as having failed to do so can be fined, or even shut down, at the FCC's sole discretion.

The putative justification for the FCC's regulation of broadcasters is that the airwaves are public property. But just as the government does not own — and so has no legitimate control over — the presses of the New York Times, so it has no business regulating what may be broadcast over airwaves. The airwaves, which would be useless without the transmission networks created by radio and television stations, belong to the individuals and companies that developed them. Broadcasters should not have to plead to the authorities for annual licenses, any more than a homeowner should have to beg for an annual license to use the patch of land he has developed.

No other media in America is subjected to such persecution. If the New York Times or Barnes & Noble publish and distribute content some members of the public disapprove of, the government cannot threaten them with fines or penalties. But let Howard Stern offend a listener, and Clear Channel is hammered with over a million dollars in fines.

So far, only "indecency" has been targeted by the FCC's crackdown — but politicians on both sides of the aisle have begun whispering demands to censor PBS or the Fox News Channel, on the grounds that their alleged biases violate the "public interest." Both the liberals, with their political correctness, and the conservatives, with their puritanical religious ethics, claim to speak for the "public interest." Can it be long before the two sides begin the battle over which ideas and values Americans are allowed to see and hear on-air?

As the FCC wields its club ever more fiercely, broadcasters are running scared. Clear Channel has canceled its "shock-jock" programs. Skittish station managers have bleeped out words like "urinate," "damn," and "orgy" from the Rush Limbaugh program. Most ominous, The National Association of Broadcasters convened a "Summit on Responsible Programming" to define industry-wide standards of self-censorship.

America was founded on the freedom of speech — on the right and responsibility of the individual to decide what to say, and what to listen to. Yet in the name of protecting ourselves from being offended — and almost without noticing it — we are well on the way to surrendering that crucial right to the control of the omnipotent state.

(Robert Garmong, Ph.D. in philosophy, is a writer for the Ayn Rand Institute (www.aynrand.org) in Irvine, Calif. The Institute promotes the philosophy of Ayn Rand, author of Atlas Shrugged and The Fountainhead).

GOT SOMETHING TO SAY?
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Things we find in the woods may remind us of what we are



HIP TO BE SQUARE

BY CAROLINE BODKIN

I visited my best friend in her hometown last weekend.

She's living, as she calls it, fancy free, finishing the classes she needs before applying to grad school and dating someone who's not entirely practical. She recently broke up with her boyfriend, steady boyfriend, future lawyer boyfriend, could-be-a-father-to-her-children boyfriend, of five years.

We took a walk through the Vermont woods as we talked about the break-up. She picked up stones and rubbed them between her fingers meditatively and suddenly she started singing (this is something she's done ever since I've known her) to the trees, to the sky, to the stone in her hand, a song of nothing and everything, just words as they came to her, to a tune she made up as I watched.

Her voice was untrained but beautiful, rough, entirely her own, joyful.

I smiled and started singing with her and when we were done (we'd reached the small waterfall by this time) she laughed and said, "He hated it when I used to sing in public. It always made him cringe."

They broke up, she said, because he was headed into a life that she couldn't see herself living in. He's a neat freak, a Boston socialite, a natural born conservative and she's not.

She's wild and rowdy and remarkable and she knew that being with him would often mean toning herself down, living far away from her rural home, attending lawyerly dinners, impressing bosses.

At some point, she had to decide if living that life meant she'd be giving up too much of herself.

All relationships are give and take. A good one will take you to the moon, but in order to get there you inevitably have to give things up. You might give up Sunday night football in favor of date night, or your habit of eating ice cream for dinner when it's your turn to cook.

These are not big sacrifices.

They are easy to identify, and with minimal compromise — i.e. football and date night on alternating Sundays — life together remains possible.

Other losses or sacrifices are much more slippery. People lose them over time, or without knowing they're being lost because they're small pieces of yourself you may not miss until they're gone.

For example, maybe you like to sing in public. Maybe singing loudly brings you joy. But you do it one time, and it embarrasses your boyfriend or girlfriend and so you stop — not only that one time, but all together.

And then after a while, singing in public seems like a silly thing to do.

And over time you change into someone who just doesn't sing in public. And maybe that's no big deal. Singing may not have been your first love, or your life's ambition, and maybe you'll forget you ever sang. Maybe that sacrifice feels insignificant compared to the joy you get from never embarrassing your girlfriend or boyfriend.

But maybe ... it's possible that you won't forget you once sang. Maybe you'll wake up one morning believing you could've been great at it, and you're upset you never moved to New York to try it on Broadway and you wonder what life would have been like if you'd been with someone who encouraged you — who pushed you even — to try.

Or if not that, at least you'll wonder why your someone didn't just smile and reach for your hand while you sang.

Singing is just something she did once in a while. It didn't define her as a person, it wasn't her life's ambition, and she might have stopped without noticing after a year or two.

How do we draw that line between things that we just do, and things that we are? How do we identify the things we can give up that won't ultimately feel like a real loss?

We'd been walking through the woods for almost an hour — in silence now. We weren't aware of the time, or the date, or the things we were supposed to be doing right then.

We were happy.

It's not your partner's job to make sure you do what makes you happy. It's your job not to let them stop you. It's your job to keep singing. And maybe it'll stop bothering them.

Maybe after a while they'll reach for your hand and listen. Or maybe they'll distance themselves from you to avoid embarrassment (like he did). Or maybe some day they'll open their mouths to the sky and join in.

(Caroline Bodkin lives in Los Angeles and wants to hear you sing. You can e-mail her at hiptobesquarebybodkin@yahoo.com)

Local police looking for shooting suspect

SHOOTING, from page 1

in the right arm. She was taken to a local hospital where she is recovering.

The suspect is described as a white male, possibly European, in his late 20s to early 30s, having a thin, long neck and round shoulders, an oval shaped head with prominent features, light brown wavy/curly hair 1" to 2" in length, clean shaven with a large mouth, and a slight accent. The suspect was wearing a light gray T-shirt.

The suspect's vehicle is described as a mid '90s Toyota, possibly a Camry sedan with power windows, minor dents and scratches on the passenger side.

Anyone having information regarding the incident is encouraged to contact the Santa Monica Police Department at (310) 458-8491. Callers who wish to provide anonymous information also may call the We-Tip national hotline at 1-800-78-CRIME (27463). Callers with information that leads to an arrest and conviction become eligible for a reward of up to $1,000.



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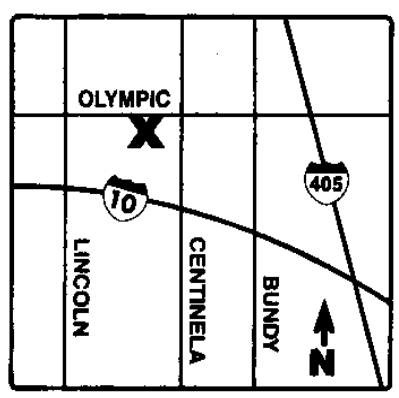


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Santa Monica Daily Press

COMMUNITY**PROFILES**

WALDORF, from page 1

school out of more than $500,000, as well as several other organizations.

Graham waves off mention of the financial crisis, instead opting to talk about his plans to expand the school's curriculum to include a full high school that's expected to garner a waiting list, or what it's like to work down the hallway from where his two sons, ages 12 and 8, are attending class.

"Dads know it's tough to set boundaries sometimes, but it goes with the territory," Graham joked. "Put it this way — I'm working on it."

Graham sat down with the Daily Press to discuss his philosophies on education, parenting and being a Santa Monica resident.

How did you end up in this position?

"I've been inspired by the Waldorf education for close to 10 years as a parent at the school. I am particularly keen on seeing the education universe as we know it address the ills and potentials that reside in our children today, and I'm persuaded that the Waldorf school is the best for many of our children. It's sometimes called the best kept secret in education.

Specifically, my experience as a professional has been in real estate, development and law, and while I found many satisfactions, I realize and have realized for some time that education and the philosophy of education is really what drives me. So, I am now able to marry my passion and my skill set."

Where did you go to school?

"I was educated at a private prep school in New York, went on to Brown University and then onto Georgetown Law. About five years ago, I made a decision to reconnect to education, so I went to Loyola Marymount and earned my master's in English and American literature with the intention to teach."

What drew you to Santa Monica?

"Opportunity. I was just married to my wife, who's Swedish. We married (in Sweden) and I was actually teaching in the college system in Sweden for a year. I was a lecturer in American studies there. That was after I was a corporate lawyer for five to six years.

Initially, I was coming here to work with the law firm I'd been with in New York, but in 1989 the economy changed, so they withdrew the invitation and asked me to come back to New York. But we'd already committed to LA. My best friend and his family were here and sung the praises of LA as an open book. So, we made the cross country drive and came without a job. I had some family here and some wonderful friends — more now. I went into a professional career that was consistent with being a lawyer. I ended up working in the restructuring of companies with the economy the way it was. I worked as lawyer and a financial advisor for several years.

I became a (school) board member, then board president from 1997-99. I got my masters (from Loyola Marymont) in 2002, so within a couple years, I ended up moving into administration. I applied for the director's spot in June of this year."

How have you adjusted to that role?

"It's been a rewarding experience to deepen my understanding of education and to work with a faculty that consists of very dedicated people who truly love what they're doing and love the children. The challenges are essential to the growth of a small business but within the context of education, which changes the picture. Working with parents, with children, being their soul — part of them — to enable those children and their family to find success and to be part of something is certainly distinguishable from helping a company and the building industry succeed."

What is the school's background?

"The school was formed in 1989 as an initiative, lived at Pearl Street for about seven years and moved here in 1997. We have preschool through sixth grade. We have three campuses. There's the one on Fourth Street, of course. We have a Fifth Street nursery, and we have a new early childhood center at 1441 15th Street. The childhood center is currently licensed for 25 children, offering three-, four- and five-day programs. There is space available, but there's been a lot of interest. We just literally painted the walls there within the last three to four weeks, so we're gearing up and we're applying to the city to grow that facility to 75 children. There about 10 (children) enrolled now."

What areas of LA do students come from?

"I would say, generally speaking, we've gone as far down as Redondo Beach, but more commonly I'd say the Westchester area, Culver City, as far east as McCarthy Circle. We have people from Larchmont Village as well, all the way up to Topanga. It's a very wide area."

What are you doing to ensure that you're effectively working with the parents and keeping them informed of what's going on?

"I'm smiling because that's an identity that I myself occupy. I'm maybe not the best judge, but I've told by the board that parents are very satisfied with the level of increased communication. It's in the process of improving even more broadly, because I know that in order for this place to reach its full potential, we must reach out beyond our own parent body and enable other people to know what we're doing here."

When your phone rings and there's a parent on the other end, what are you most likely to hear?

"It could range from microcosmic questions to what the children are doing in the classroom to those specific to the education. It's those questions I really invite because it begins the question of 'what is Waldorf education?' which is something that is easier to understand through experience than through a slogan or a short motto."

Can you sum up that experience?

"I would sum it up, again noting that we're not really into labels. I'll begin by saying our children don't wear logos on T-shirts. There's a feeling of keeping the current consumer culture out of our school, so we use all-natural products. Parents and teachers make a lot of our furniture for us. Similarly, we don't label our children, so if a child is having troubles with attention span, we try to take a holistic approach and — though we may suggest the use of hompathetic treatments — we try to work through those issues on an individual basis. We believe each child has a special genius, and we're all about the individual child and what works for them. There are many studies and a very contemporary set of education precepts about multiple intelligence and different ways of learning. We use those thoughts. We also have the perception that children are of different temperaments, so rather that pigeonholing a child, we look at who that child is ...

Knitting and handwork are a very important part of the curriculum starting in first grade, and there is research that proves that for a child to be sitting and working with his or her hands, it's improving their minds, and it's also a social activity. I'm told that during handwork, the children are babbling. They talk up a streak, and the teachers are able to hear what's going on at home, so parents — beware. No, really, it's purposeful work and gives the child something to look at that they created. And that's a very powerful thing."

Do you keep tabs of what's happening with public education locally, and on the state and national level?

"Yes. I'm very pleased to be able to say that I'm a strong supporter and believer in public education. To have a civic society, we need a well-educated public. To that end, two years ago I chaired the design planning team for the Santa Monica-Malibu Unified School District. I worked with (district superintendent) John Deasy, who was new at that time. I think he's a wonderful leader. He's very eloquent and has great leadership skills. So, I do know the public school scene in Santa Monica."

When you come to work each morning, what issues do you feel need to be tackled?

"The biggest issue for me is probably the stress level in today's society and how understandably — but sadly — our children are feeling that. I've been told there's a calmness at this school, and it could be confused with being laid back, but that's not what it is. There's strict discipline at this school and definite expectations in relation to the education, but it's communicated in a way that I believe holds the child in reference, because to do otherwise creates anxiety in the children that doesn't contribute to their well-being."

What do you see in the school's future?

"I would use Highland Hall as a model. Highland Hall is a Waldorf school in Northridge. Been around a long time, and it has a full high school with a waiting list. That's where I want to take this school.

I think what the board wants to see now is an increased early childhood program to enable us to create two first grades, two second grades … We're in the process of a seven-year strategic plan."

Will the school stay in Santa Monica?

"We would never grow out of Santa Monica. We would always stay in Santa Monica. Whether that be our early childhood education center alone or that together with the grade school — that's unclear. It's determined in part by the kind of facilities that become available, but we would certainly maintain our ties to the city."

What is it like working on the same campus where your two sons are attending school?

"Interestingly enough, I don't see my sixth grader, but my second grader, I have a little bit of contact with. We set boundaries. I've been very active in the school, so I've always been here, and due to the freelance quality of my profession the past few years, I've been able to drop them off, so it's not as abrupt of a transition."

Do you enjoy living in Santa Monica?

"Best place in the world."

Why?

"Because the community feels intelligent. I feel that because we're engaged in a conversation about the quality of our lives, the education, the urban landscape — it's inspiring to be part of something where so many voices can be heard. Through the debate, changes can be effectuated. I also love the beach, the climate, the cosmopolitan flair of Santa Monica. But I do miss New York, especially during 9/11. It's an oddity that even when you grow up in large city, such as Los Angeles or New York City, it is a village."

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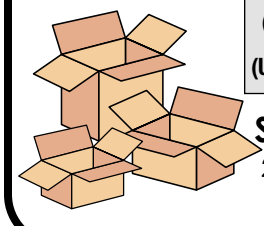
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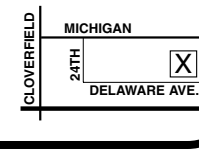
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LOCAL

Tax increase would make bed for local tourism bureau

CVB, from page 1

new logo or tagline.

"People really don't know where we are or what we're all about," said Misti Kerns, president of the Santa Monica Convention and Visitors Bureau. "People in the community like to think this city is well known, and that couldn't be further from the truth. So the idea is to find out what the key demographic sees as the city's strengths, and then harness that as a way to attract visitors and build tourism revenue."

The 18-month project is more than a year in progress. Focus groups have been held in London, New York, Chicago and Los Angeles to determine what people consider Santa Monica's assets to be. On the local level, there have been more than 10 focus groups at locations ranging from the Fairmont Miramar hotel to the beach.

"This will only work if we truly understand what the people see as our strengths," Kerns said. "We can't tell people what to believe about their city. They have to feel it. Then, the idea is to promise people who come here that that's what they'll get."

The final phase in the bureau's plan is a "brand culturalization … in which the community lives and breathes the brand." The message will be conveyed in printed material, communications, and in all customer relations throughout the city, according to the bureau's promotional material.

The final cost of the project has yet to be determined, officials said. The bureau is working with a consultant at "deeply discounted rates," said Kerns, because money from its $1.5 million budget is tight. Although the City Council this year boosted the bureau's budget by $250,000, Kerns said that money is used to offset both a drop in tourism and sizable funding shortfalls on the state level.

"Governor (Gray) Davis decimated the state of tourism before he left office," she said, causing the cost of tourism efforts to fall on the local bureaus. Before the financial shortfalls, a portion of state funds was being used to help bureaus draw visitors into their communities.

The recent increase in funding will be directed mainly to pay for the visitor centers. There is currently a center at the mall, a kiosk at Palisades Park and on the Third Street Promenade. The bureau began selling retail items in the past six months in an effort to offset the costs associated with each location.

"Retaining a customer is so much easier than finding a new one," Kerns said. "If they can't find visitor's information in the most basic of forms, they may not return."

The group also has been working diligently to draw international journalists to the area, Kerns said. Local hotels and restaurants are offering their services to journalists at deeply discounted rates, with the hopes that coverage abroad will increase tourism.

"We have to do this to stay competitive," said Debbie Lee, director of communications for the bureau. "We've very aggressive in our public relations outreach, and there are, in fact, five journalists from the United Kingdom here now."

The United Kingdom has been the city's biggest international tourist pool since the September 11 terrorist attacks in New York. Before that, Japan was No. 1.

"We really target the international traveler," Kerns said. "They're the perfect visitor — they have no vehicle, they stay longer and they walk everywhere when they arrive. Their spending is higher."

The bureau also maintains a Web site that receives approximately 1.6 million hits per month, publishes travel guides in an array of languages and works with the West Hollywood, Beverly Hills and Marina del Rey bureaus to draw travelers to LA's westside.

The passage of a November ballot measure to tax the local tourism industry could translate into an estimated $500,000 annually for the bureau. At 12 percent, Santa Monica's hotel bed tax — the tax assessed to hotel visitors on a nightly basis — is expected to generate $18.5 million in revenue for City Hall this year. The measure, which was unanimously placed on the ballot this summer by the City Council would increase the tax rate to 14 percent and increase nightly rates at local hotels by an average of about $4.

"We don't have that money yet," Kerns said, but it would be used for direct marketing and public relations.

"I think the City Council recognizes the good work the bureau has done," Kerns said, noting that the bureau's 11-member governing board consists of City Manager Susan McCarthy, as well as five people appointed by the City Council and another five by the Santa Monica Chamber of Commerce.

"However, we're still viewed as a nonprofit rather than a good return on investment," she continued. "Still, (as for being funded), we've made huge steps in the last three years that didn't exist a decade ago. For over a decade, we stayed flat.

"And, no matter how you look at it, tourism means jobs," Kerns said. "It means better schools and streets."

The City Council has indicated that it will give the bureau an extra $500,000 annually if the bed tax is passed by voters on Nov. 2. The success of the city's tourism industry rests squarely on the bureau, officials said.

"The CVB plays a critical role in maintaining the Santa Monica economy," said Santa Monica Mayor Richard Bloom. "I've found that the CVB board and staff that are very sensitive to the local community. The idea isn't so much to increase tourism as it is to maintain it. This works for everyone — stability and predictability are good for businesses and good for the city."

2003

Santa Monica Convention and Visitor's Bureau:
Budget: $1.5 million
Amount brought into TOT: $19.5million
3,544 hotel rooms

Newport Beach Convention and Vistor's Bureau:
Budget: $1.3 million
TOT: $1.2 million
2,600 hotel rooms

West Hollywood Convention and Vistor's Bureau:
Budget: $1.1 million
TOT: $8.8 million
2,000 hotel rooms

Long Beach Convention and Vistor's Bureau:
Budget: $4.7 million
TOT: $12 million
4,000 rooms

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STATE ❑ NATIONAL

Los Alamos to move nuclear materials to Nevada

BY HEATHER CLARK
Associated Press Writer

ALBUQUERQUE, N.M. — Los Alamos National Laboratory plans within a year to remove all weapons-grade nuclear material from a part of the lab that has raised security concerns, according to an internal federal document.

The document from the National Nuclear Security Administration, which was obtained by the government watchdog group Project On Government Oversight in Washington, D.C., said the highly enriched uranium and plutonium would be moved to a facility at the Nevada Test Site starting this month.

The move would be complete by September 2005, the document says.

Pete Stockton, a senior investigator for POGO, characterized the document — dated Aug. 20, 2004 — as a final draft that outlines steps to coordinate the move of the nuclear materials and the work associated with them from Technical Area 18.

Stockton asserted it's the first time the NNSA has committed to moving all the weapons-grade material from the area by a certain date.

"We're still cautiously optimistic that this will happen," he said. "The problem is we've heard these things before and the proof is in the move."

NNSA spokesman Bryan Wilkes said the agency does not comment on draft documents but expressed bewilderment at POGO's reaction.

"POGO for months has been insisting that we are not going to move this material out of TA-18," Wilkes said. "... They've said it in front of Congress, they've told the media."

The agency, however, has maintained that it's on schedule to move the material, Wilkes said. He cited a March press release that said the agency would start shipping the first half of the TA-18 material to Nevada in September and that the effort was expected to last about 18 months.

"I don't know if this is a way (for POGO) to save face," Wilkes said. "My comment is the same thing I've been saying — that we're going to move the material and that we're on track."

Lab spokeswoman Nancy Ambrosiano said workers have been moving nuclear materials out of TA-18 in preparation for the final move.

"The laboratory is actively supporting NNSA in this closure plan," she said.

Lab employees in TA-18 study nuclear materials to see how they will react in certain situations, they train Nuclear Emergency Search Teams and International Atomic Energy Agency inspectors and they support nonproliferation efforts, among other tasks, she said.

According to the document, some of the nuclear materials will be temporarily stored at Technical Area-55 in Los Alamos until they can shipped to Nevada.

She said no lab employees have been moved from the site yet.

"The transition plan is so complicated so that the important work is not set aside, so that we are not in some way crippled," she said.

According to the document, some of the nuclear materials will be temporarily stored at Technical Area-55 in Los Alamos until they can shipped to Nevada. All the nuclear materials will be shipped to their final locations by March 2008, the document said.

Stockton, a former special security assistant to former Energy Secretary Bill Richardson, said POGO is "somewhat concerned" about the nuclear materials being stored in TA-55, a part of the lab where plutonium is processed.

But, he said, "it certainly is a good deal better than TA-18."

Built in the 1940s, TA-18 is located at the bottom of a steep canyon, making it difficult to defend from attackers approaching on the canyon's rim.

Stockton recalled an October 2000 security exercise in which attackers could have detonated a bomb inside TA-18 that would have destroyed part of New Mexico.

"The material is just sitting out there for the taking," he said.

But lab officials have said the material is secure.

"The material is safe where it is, and we have demonstrated our ability" to protect it, lab director Pete Nanos said in an April interview with The Associated Press.

But, Nanos said, the costs of maintaining security at the site are high and keeping the materials there is not cost effective.

The NNSA document says the move will save the lab more than $100 million in future safeguards and security costs.

He said in April that a timeline hasn't been established, but that moving the materials "could start relatively quickly."

LA police seize cache of nearly 400 guns after undercover buy

By The Associated Press

LOS ANGELES — An undercover gun sting led police to a cache of nearly 400 suspected illegal rifles, pistols, shotguns and assault weapons, along with thousands of rounds of ammunition, authorities said Friday.

The array of firepower was discovered at the home of a Simi Valley man, who was arrested Thursday by the members of the Police Department's gun unit after he made an off-the-books sale of a rifle to an undercover officer for $600, police said.

Police searching his car found 11 more guns, and a search of his home turned up 376 more weapons, along with armor-piercing ammunition that is illegal in California, authorities said. Four assault weapons were discovered, all banned by state law.

Wayne Wright, 56, was booked for investigation of illegal firearms sales.

The illegal arsenal was "going to be sold by an unlicensed gun dealer trying to get around all the gun laws that we've ... passed to make our streets safer," Mayor James Hahn said.

Standing behind several tables filled with seized guns and bullets, Hahn and police Chief William Bratton renewed their criticism of President Bush and Congress for not renewing the federal ban on assault weapons, which expired this week. California law banning such sales remains in place.

Bratton pointed out that the seizure of 388 guns exceeded the number of illegal weapons collected by Los Angeles police in 2003. Prior to Thursday's arrest, the LAPD had seized 411 guns this year.

Bratton called the arsenal "a phenomenal number of guns that will not be on the streets ... killing people."

Police will attempt to trace the guns to determine their source and if any have been used in crimes. It was not immediately clear whether any of the guns were legally registered.



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NATIONAL

This year's debates could prove pivotal to race outcome

BY TOM RAUM
Associated Press Writer

WASHINGTON — Because Sen. John Kerry is the challenger and lags President Bush in most national polls, he seems to have the most to gain from a strong performance in the upcoming fall debates. Some Democrats see the face-offs as the last chance for a Kerry breakout.

But presidential debates present pitfalls as well as opportunities.

Unscripted moments and gaffes can backfire on incumbent and challenger alike: Al Gore's heavy sighs in 2000, the first President Bush's checking of his watch in 1992, Michael Dukakis' passionless answer to a question about the hypothetical rape and murder of his wife in 1988, President Ford's 13-year-early liberation of Poland from Soviet domination in 1976.

Barring any major developments in Iraq or on the terrorism or economic fronts, the debates could be even more important than usual this year because of their potential impact on remaining voters who still count themselves as undecided and because of the closeness of the race.

In a poll by the Pew Research Center, 29 percent of those surveyed said the debates would matter in deciding how they would vote. Some 68 percent said their minds were already made up.

Those undecided voters could make a huge difference. According to a Nielsen survey, 46.6 million people watched the first debate between Bush and Gore in 2000. The second and third debates drew audiences of 37.6 million, and 37.7 million, respectively.

This year's debates "in totality are more important than the two conventions," said Democratic pollster Stan Greenberg.

"You could not go through the 2000 election without understanding that the debates matter. Al Gore went from a five-point lead prior to the debates to being five points behind after the debates," Greenberg said.

The candidates' differences are also more clearly pronounced this year than usual on major issues that divide the country: Iraq, job losses, rising health care costs and the mushrooming federal deficit.

"It will be one of the few times when George Bush will have to defend his record," said Kerry adviser Joe Lockhart, a former press secretary to President Clinton. "He's proved very deft at slipping and sliding when it comes to his own record."

But University of Virginia political scientist Larry Sabato suggests that Bush will have one big advantage in that "he's constantly underestimated. This is where the intense dislike for Bush among Democrats backfires on them. They insist that he's dumb as a post, and when he demonstrates he's not, he wins."

Negotiations were continuing into the weekend between the Bush and Kerry camps over terms of the debates. The first one recommended by the bipartisan Commission on Presidential Debates is set for Sept. 30 at the University of Miami in Coral Gables, Fla. The panel has recommended two additional presidential debates — Oct. 8 in St. Louis and Oct. 13 in Tempe, Ariz. — and an Oct. 5 vice presidential debate in Cleveland.

The Kerry campaign has agreed to all four; the Bush campaign has been noncommittal. President Clinton in 1996 agreed to only two debates in his race against Republican Bob Dole, and many expect Bush to follow the same route — most likely sidestepping the proposed second debate at Washington University in St. Louis, with its proposed town-hall format in which undecided voters pose questions.

Wayne Fields, a professor at Washington University who specializes in presidential rhetoric, said a format with undecided voters could be tougher on Bush, particularly in defending his Iraq policy.

It's one thing for a moderator to ask about rising U.S. casualties, "but if the question comes from somebody who has a son or daughter, husband or wife in Iraq, it personalizes the question for the viewing audience," he said.

Bush advisers also are mindful of Bush's father's 1992 "town hall" debate with Bill Clinton and Ross Perot at the University of Richmond. The elder Bush stumbled over a question about whether any of his friends had suffered during the 1991 recession, then glanced at his watch — an enduring image that made him look flustered and anxious for things to end.

But it isn't a given that Kerry would perform any better than Bush in such a format.

Kerry's saying he had voted for $87 billion to help pay Iraq war costs "before I voted against it," a remark that the Republicans turned into an anti-Kerry ad, came in response to a question from the audience at a town hall-style meeting.

"Kerry needs to speak to voters in plain simple English and he needs to get on message, and not sound like he's giving a seminar at Harvard," said Penn State political scientist Stephen J. Cimbala. "Bush has the ability to stay on message with a simple and direct and repetitive message."

The debates could be particularly crucial in 10 or so closely contested states that both parties identify as battlegrounds. New Hampshire is one of those, and Tom Rath, state Republican national committeeman, said he expects state TV viewers to pay particularly close attention.

"Given our involvement in the presidential process, this is one of the most sophisticated electorates in the country. And they wait a long time to make up their minds," Rath said.

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NATIONAL

Federal grant money drying up for community cops

BY BECKY BOHRER
Associated Press Writer

Departments across the country, even small ones, are being asked to take on more responsibility in the wake of the 2001 terrorist attacks.

BILLINGS, Mont. — Detective Sgt. Mark Mulcahy hit the streets one recent Saturday, checking on convicted sex offenders in Kalispell. It's a duty he believes makes the northwest Montana community safer, but it probably would not exist if a federal program hadn't helped put another cop on the street to free up Mulcahy.

"In the past, we didn't have the opportunity to do this," Mulcahy said in a telephone interview. "It's such a large job, it kind of requires at least one person designated to it."

Federal funding for the grant program that helped hire the new police officer in Kalispell, and thousands like him across the country, may be drying up. After several years of declining financial support, the Bush administration proposed no funding for that hiring program and others like it for the next fiscal year.

Administration officials say the Clinton-era effort met its goal of helping put more than 100,000 officers on the streets and in schools across the country, and that there were no guarantees for long-term funding levels.

Many in law enforcement see the timing as unfortunate. Departments across the country, even small ones, are being asked to take on more responsibility in the wake of the 2001 terrorist attacks. At the same time many departments — especially those in rural areas, where even one extra officer is a big benefit — are seeing their own local funding tighten. Many say the potential loss of federal hiring dollars removes one of the best tools they've had in recent years.

"When you find something that works, you hate to see it go away, particularly I would think now, when safety has to be a top priority," said Frank Garner, president of the Montana Association of Chiefs of Police.

"We clearly have more police officers in uniform than we would have otherwise," said Garner, who also is the police chief in Kalispell, a town of about 14,000 people in the Flathead Valley, not far from Glacier National Park.

"For the last two years, we've seen police agencies do all they can to meet demands put on them," said Gene Voegtlin, legislative counsel at the Virginia-based International Association of Chiefs of Police.

"The only way you're going to have an effective anti-crime or anti-terror effort is to have people out working with communities," Voegtlin said.

That was the idea behind the Office of Community Oriented Policing Services, or COPS. Since 1995, it has provided nearly $10 billion in grants to state and local law enforcement, including funds for hiring, equipping and training officers, said Gilbert Moore, a spokesman with the office. Montana alone has received about $60 million, which has been used in part by departments to hire about 395 officers, he said.

Hiring funds have been declining since fiscal year 1999, when about $1.2 billion was available for COPS-administered hiring programs, Moore said. In fiscal year 2004, only about $114 million was available, Moore said.

John Nowacki, a Justice Department spokesman, said hiring programs administered through COPS have met the goal of funding the hiring of 100,000 officers.

"The mission for funding is completed," he said.

Under the Universal Hiring Program, perhaps the most familiar hiring program in COPS, the government picked up as much as 75 percent of entry-level salaries and benefits for new hires over three years; the maximum contribution over that period is $75,000 per officer. Those hired were expected to be in addition to any officers that would have been hired using local dollars, and departments had to keep officers on at least one budget cycle after the grant expired.

Some communities, such as Bismarck, N.D., have been able to use the grant program to permanently expand their police force as intended. Police Chief Deborah Ness said all 11 positions added with COPS money since 1997 have been retained, and the City Commission had time to plan for absorbing their salaries.

In Cheyenne, Wyo., Police Chief Robert Fecht said four officers added with COPS funds have helped his force, but acknowledges it's still hard work just to maintain the status quo.

Other cities have been less fortunate. Tiny Miles City, Mont., hired two officers through COPS grants in recent years. Both are still there, but budget cuts prevented the city from filling two other positions. So the COPS program, in the long run, has yet to actually increase the city's police force, said Capt. Kevin Krausz.

In November, voters in Billings, Mont., the state's largest city, will be asked to pass a public safety mill levy that would help maintain or strengthen the police force, Chief Ron Tussing said.

COPS funds have put officers on the streets of the city of 92,000, but grants for five of those officers are expected to expire within the next two years, and the local budget is tight. Some retiring officers already aren't being replaced.

"We've about reached the doing-more-with-less limit. There is a point where people want to see a cop, and they want to see one soon," Tussing said.

Bill Johnson, executive director of the National Association of Police Organizations, said any hiring money would help local departments, and he holds out hope that Congress will act.

"I don't think there's any substitute for an officer on the street," he said. "If your home is broken into at 2 in the morning, you want lots of officers in your home. You don't take comfort in a new computer back at the station. What matters is the officer."

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NATIONAL

Ariz. highways magazine sees new path to old glory

BY JOHN STEARNS
Associated Press Writer

PHOENIX — Arizona Highways publisher Win Holden has watched the iconic magazine's skidding financial and subscriber base with a mixture of trepidation and hope.

Trepidation that numbers won't slip much further and hope that fledgling marketing initiatives will lure new readers to a product that has served as a source of Arizona pride and promotion for almost 80 years.

"Our objective is to arrest the decline," Holden said in August of subscriptions that fell 6 percent in the past year, to 297,025.

He also wants to build revenues from related products like calendar and book sales to help stabilize finances.

"Frankly, we don't have a profit motive; all we want to do is break even," Holden said.

Circulation, which stood at almost 350,000 three years ago, has been eroded by many factors, including a soft economy; travel reductions since the 2001 terror attacks; intense competition for readers; and subscriber losses caused by an eight-page reduction in January and a $3 annual price increase in January 2003 that was rescinded a year later.

The glossy 48-page travel magazine is a self-supporting division of the Arizona Department of Transportation that receives no tax money. It also has suffered from legislative raids on its financial reserves, totaling $8 million to $9 million in the past 11 years. It survived a bigger potential threat in 2003, when a legislative proposal to sell the magazine to raise money for the state failed.

Arizona Highways' reserve stands at about $1.8 million but can dip as low as $500,000 depending on the time of year. With such a small reserve, the magazine cannot spend as much as Holden would like on promotion.

The inability to better promote the magazine seems ironic for a product that promotes travel "to and through Arizona" via its stunning photography and engaging stories on everything Arizona.

The magazine generates an estimated $59.3 million a year in direct spending by subscribers who visit the state and say the magazine influenced their visits. That figure comes from an Arizona State University study submitted to the department in August by Kathleen Andereck, a professor of recreation and tourism management at ASU West.

Sales of the magazine account for about 60 percent of Arizona Highways' operating revenues, while sales of Arizona books, calendars, cards and salsas account for about 40 percent. The magazine's annual budget is about $10 million, and a one-year subscription costs $21.

Subscriptions and retail sales are vital because the magazine does not sell advertisements. Holden hopes it never has to, but that could change if revenue from new initiatives does not materialize.

While Holden said the magazine could lose more money and subscribers this fiscal year, he and editor Bob Early hope efforts launched now will bear fruit within two to three years.

They range from a proposed Arizona Highways News and Gifts store at Phoenix Sky Harbor International Airport to new "memento books" for the Grand Canyon, Sedona, southern Arizona and Navajo country.

On the retail front, Holden hopes a uniquely designed gift store at the airport, which still needs city approval, provides a strong start to a licensing agreement with Delstar Group of Phoenix. Delstar, which will own and operate the store and share some revenue with the magazine, hopes to open a number of the stores statewide.

"We would really like to make Arizona Highways a household word throughout the state," said Pam Del Duca, president and chief executive officer of Delstar, which runs about 23 retail specialty shops in Arizona and California, including eight at the airport.

That name, recognized by 90 percent of Arizonans in 1989, was recognized by just 40 percent in 2000, according to Early.

"I think it would be an absolute shame if anything ever happened to Arizona Highways," Del Duca said. "It's been such a product statement of our state. If this is one way to help keep it going, we're all for that."

Arizona Highways also has been reaching out through an improved Web site, Internet newsletter, a weekly Arizona Highways TV show and expanding catalog business. Additionally, it gets a full page of stories and photos each month in a school publication widely circulated in Arizona to students and parents.

It's all part of trying to promote the magazine in non-traditional ways that are less expensive than direct-mail advertising, which the magazine has reduced.

Bob Boze Bell, executive editor of True West magazine in Cave Creek, understands the challenges Arizona Highways faces, and he empathizes.

"This is a very vicious business, and you need to save your acorns for winter and be able to reinvest," Bell said.

But that's been difficult with a double whammy of state raids on its reserve and budget deficits.

The magazine once had about $2.5 million a year to spend on circulation promotions vs. about $600,000 today, he said.

Bell cited the added challenges of magazine racks crowded with competitors, expanded media choices, a growing Internet generation and a struggle to reach young readers.

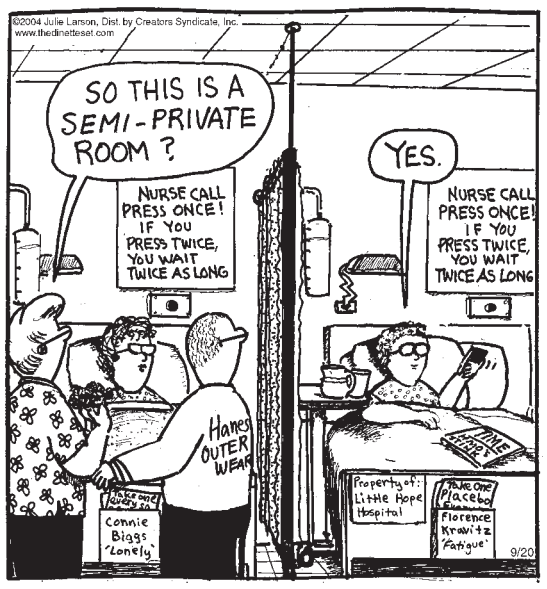
"All of us ... we're trying to figure out how you get their attention," Bell said. "How do you stay new? I personally love what (Arizona Highways does), but I'm 57 and I'm part of their problem."

That is about the average age of its readers, but they're also people with the time, means and inclination to travel in Arizona, Early noted.

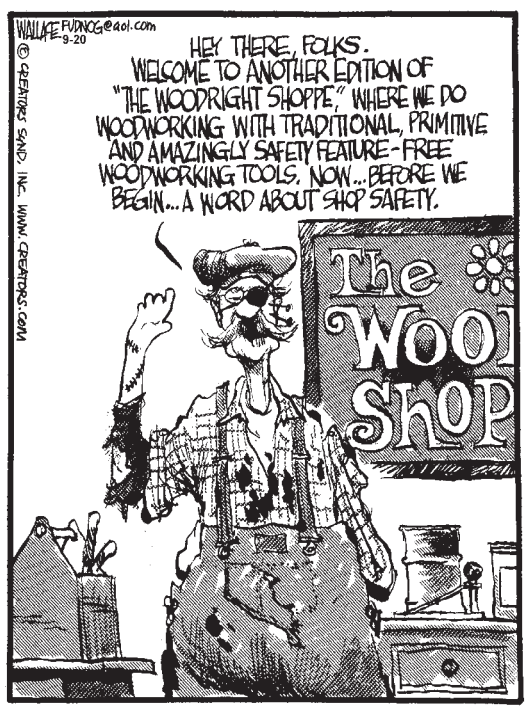


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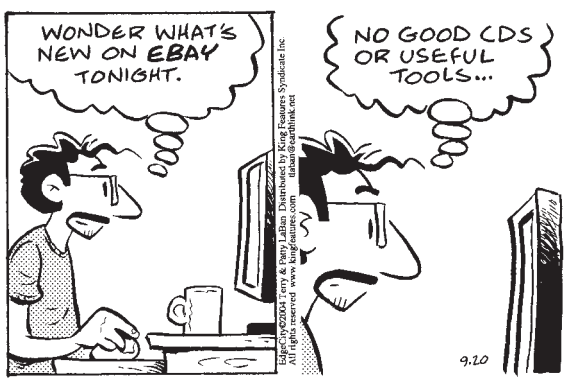
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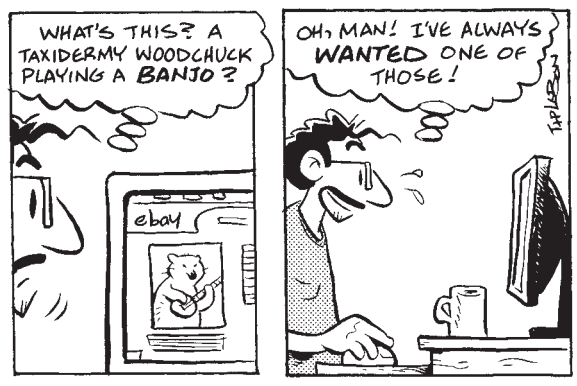


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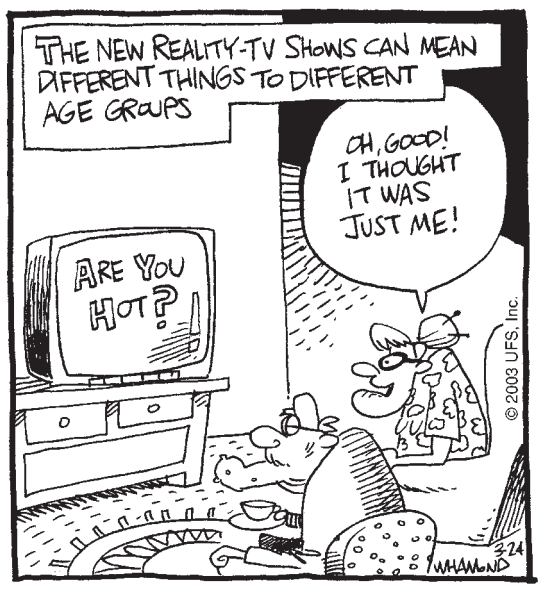


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1 Battery fill
5 Car part
9 Frighten
10 Ordinary
12 Realty measures
13 Surpass
14 Vegetable grown underground
16 Snapshot
17 Words of understanding
18 Attack from hiding
21 Snaky fish
22 Exhalation
23 Overbearing
24 Ring around the sun
26 Sack
29 Game outing
30 Fly alone
31 Fancy planter
32 Vegetable grown underground
34 "Master and Commander" star
37 Skin openings
38 Traveler's stop
39 Tennis star Agassi
40 Be rife
41 Not as much

DOWN

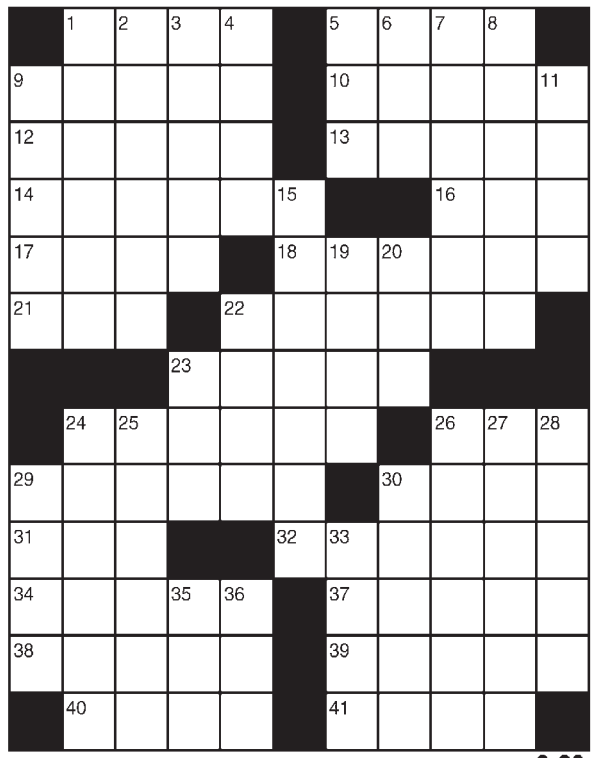
1 Point a finger at
2 Library table
3 "Goodnight" girl
4 Lucy's husband
5 Twosome
6 Buckeyes' sch.
7 Production
8 Vegetable grown underground

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Saturday's answer

9 Composer Erik
11 Scottish lake
15 Vegetable grown underground
19 Butte's cousin
20 Cove
22 Churlish one
23 Women's wear buy
24 Vegetable grown underground
25 Famed
26 Floor makeup
27 Changes
28 Farm bird
29 Similar
30 Rock
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DBAS

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2106112 FIRST FILING. The following person(s) is (are) doing business as Moe's Beauty Supply & Salon, 1611 Aspen Grove Lane Diamond Bar CA 91765. The full name of registrant(s) is/are : La Keysha Pugh This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/16/2004. /s/: La Keysha Pugh This statement was filed with the County Clerk of LOS ANGELES County on 8/16/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2147922 FIRST FILING. The following person(s) is (are) doing business as ACE Dental Lab, 732 N. Lake Ave. Suite 103 Pasadena CA 91104. The full name of registrant(s) is/are : Puzant Kouchayan This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Puzant Kouchayan This statement was filed with the County Clerk of LOS ANGELES County on 8/19/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2147532 FIRST FILING. The following person(s) is (are) doing business as PokerChip Trading.com, GreatPokerSuppies.com, 706 N. First Ave. Arcadia CA 91006. The full name of registrant(s) is/are : Charles Wang This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Charles Wang This statement was filed with the County Clerk of LOS ANGELES County on 8/19/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2146623 FIRST FILING. The following person(s) is (are) doing business as Gameplay Network, 11239 Pavlin Street South El MOnte CA 91733. The full name of registrant(s) is/are : Hector De La Torre This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Hector De La Torre This statement was filed with the County Clerk of LOS ANGELES County on 8/19/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2147946 FIRST FILING. The following person(s) is (are) doing business as Century Mobil, 8013 Pioneer Blvd. Whittier CA 90606. The full name of registrant(s) is/are : Ty Yik This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Ty Yik This statement was filed with the County Clerk of LOS ANGELES County on 8/19/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2108725 FIRST FILING. The following person(s) is (are) doing business as Kary Barber Beauty Salon, 2213 S. Central Ave. Los Angeles CA 90011. The full name of registrant(s) is/are : Concepcion Cuaulle This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/16/2004. /s/: Concepcion Cuaulle This statement was filed with the County Clerk of LOS ANGELES County on 8/16/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2105521 FIRST FILING. The following person(s) is (are) doing business as Mando's Backhoe Services, 211 S. Eileen Ave. Covina CA 91722. The full name of registrant(s) is/are : Armando Perez This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Armando Perez
This statement was filed with the County Clerk of LOS ANGELES County on 8/16/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2105307 FIRST FILING. The following person(s) is (are) doing business as Highland Capital, 2533 Vista Wood Circle #24 THousand OAks CA 91362. The full name of registrant(s) is/are : MIlo T Zlokovich This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Milo T. Zlokovich
This statement was filed with the County Clerk of LOS ANGELES County on 8/16/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2136734 FIRST FILING. The following person(s) is (are) doing business as OK Burger, 2246 Lakewood Blvd. Long Beach CA 90815. The full name of registrant(s) is/are : Jesus Mora This Business is being conducted by, husband and wife. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/18/2004. /s/: Jesus Mora, Armenia Mora This statement was filed with the County Clerk of LOS ANGELES County on 8/18/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2131578 FIRST FILING. The following person(s) is (are) doing business as Supreme Enterprise, S.E.I, Supreme Enterprise Inc., 8417 Secura Way Santa Fe Springs CA 90670. The full name of registrant(s) is/are : Kingsolver Inc. This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/18/2004. /s/: Christina Kingsolver This statement was filed with the County Clerk of LOS ANGELES County on 8/18/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2131579 FIRST FILING. The following person(s) is (are) doing business as Supreme Equipment Leasing, 8417 Secura Way Santa Fe Springs CA 90670. The full name of registrant(s) is/are : Keith Richard Kingsolver This Business is being conducted by, husband and wife. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/18/2004. /s/: Christina Kingsolver, Keith R. Kingsolver This statement was filed with the County Clerk of LOS ANGELES County on 8/18/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2122362 FIRST FILING. The following person(s) is (are) doing business as Nu Garage, 24708 Madison Street Torrance CA 90505. The full name of registrant(s) is/are : Ming Chieh Chang This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Mingchieh Chang This statement was filed with the County Clerk of LOS ANGELES County on 8/17/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2123642 FIRST FILING. The following person(s) is (are) doing business as Gardena Uniform Service, Gardena Shop Towd's Service, 3427 Estrada St. Los Angeles CA 90023. The full name of registrant(s) is/are : Maria G. Zepeda This Business is being conducted by, husband and wife. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Maria G. Zepeda, Agustin Zepeda
This statement was filed with the County Clerk of LOS ANGELES County on 8/17/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2095000 FIRST FILING. The following person(s) is (are) doing business as Persistence, JIZZ, Street Smart Whole Sale AI#2032135, 1226 S. FLower Street Los Angeles CA 90015. The full name of registrant(s) is/are : Capitol Trading Inc. This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/13/2004. /s/: Earl C. Metzner This statement was filed with the County Clerk of LOS ANGELES County on 8/13/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2094431 FIRST FILING. The following person(s) is (are) doing business as Passion Parties by Design, 11239 Parlin Street South El Monte CA 91733. The full name of registrant(s) is/are : Desiree De La Torre This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Desiree De La Torre This statement was filed with the County Clerk of LOS ANGELES County on 8/13/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2095011 FIRST FILING. The following person(s) is (are) doing business as Sherlon Group Home, 1720 W. 82nd Street Los Angeles CA 90047. The full name of registrant(s) is/are : Imogene Hannah This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/13/2004. /s/: Imogene Hannah This statement was filed with the County Clerk of LOS ANGELES County on 8/13/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2122305 FIRST FILING. The following person(s) is (are) doing business as Cabrera Investments, 7318 Lionel Street Paramount CA 90723. The full name of registrant(s) is/are : Gilberto Cabrera This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/17/2004. /s/: Gilberto Cabrera This statement was filed with the County Clerk of LOS ANGELES County on 8/17/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2123405 FIRST FILING. The following person(s) is (are) doing business as Assured Pool Technicians, 12444 E. Carson St. Hawaiian Gardens CA 90716. The full name of registrant(s) is/are : Paul Montgomery This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/17/2004. /s/: Paul Montgomery This statement was filed with the County Clerk of LOS ANGELES County on 8/17/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 042154438 FIRST FILING. The following person(s) is (are) doing business as Safari Films, Safari Entertainment, 208 4th Ave., Venice, CA 90291. The full name of registrant(s) is/are : Robin Anthony Acutt, 208 4th Ave., Venice, CA 90291, Carol Carimi Acutt, 208 4th Ave., Venice, CA 90291 This Business is being conducted by, husband and wife. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2004. /s/: Robin Anthony Acutt, Carol Carimi Acutt,
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2064001 FIRST FILING. The following person(s) is (are) doing business as Terra Solutions, Part & Parcel, 2930 Kansas Avenue Santa Monica CA 90404. The full name of registrant(s) is/are : Bradley Stern This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Bradley Stern
This statement was filed with the County Clerk of LOS ANGELES County on 8/11/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2134202 FIRST FILING. The following person(s) is (are) doing business as South Bay Sports Academy, 20319 Mason Court Torrance CA 90503. The full name of registrant(s) is/are : Murphy Sua This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Murphy Sua This statement was filed with the County Clerk of LOS ANGELES County on 8/18/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2134201 FIRST FILING. The following person(s) is (are) doing business as South Bay Softball Academy, 20319 Mason Court Torrance CA 90503. The full name of registrant(s) is/are : Murphy Sua This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Murphy Sua
This statement was filed with the County Clerk of LOS ANGELES County on 8/18/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-1997233 FIRST FILING. The following person(s) is (are) doing business as Sweet Thangz, Sweet Thangs, 651 S. Dunsmuir #205 Los Angeles CA 90036. The full name of registrant(s) is/are : Sandra Nguyen This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Sandra Nguyen
This statement was filed with the County Clerk of LOS ANGELES County on 8/3/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2123630 FIRST FILING. The following person(s) is (are) doing business as Homies Hydraulics, 7625 Rosecrans Ave. #27 Paramount CA 90723. The full name of registrant(s) is/are : Antonio Fuentes This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/17/2004. /s/: Antonio Fuentes This statement was filed with the County Clerk of LOS ANGELES County on 8/17/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2108127 FIRST FILING. The following person(s) is (are) doing business as IUSA Cell PCS, 4735 Whittier Blvd. Los Angeles CA 90022. The full name of registrant(s) is/are : Gerardo Rosales This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Gerardo Rosales This statement was filed with the County Clerk of LOS ANGELES County on 8/16/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2090937 FIRST FILING. The following person(s) is (are) doing business as Scrap Pix & Pop, Scrapping with Soul, Soul Scrapping, 1342 S. Burnside Ave. Los Angeles CA 90019. The full name of registrant(s) is/are : Monique Lisa Fortune This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Monique Lisa Fortune This statement was filed with the County Clerk of LOS ANGELES County on 8/13/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 8/30/2004, 9/6/2004, 9/13/2004, 9/20/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04-2160627 FIRST FILING. The following person(s) is (are) doing business as Nancy Williams Productions, 3373 Rosewood Ave. Los Angeles CA 90066. The full name of registrant(s) is/are : Rosewood Productions, Inc This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/27/2004. /s/: Nancy Williams This statement was filed with the County Clerk of LOS ANGELES County on 8/27/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2172518 FIRST FILING. The following person(s) is (are) doing business as Roberto's Trucking, AION C11293-04, 1407 W. 22nd Street, Los Angeles, CA 90007. The full name of registrant(s) is/are : R&P Trucking Enterprises Inc.1407 W. 22nd Street, Los Angeles, CA 90007 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/1999. /s/: Roberto A. Pereira
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/1999. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2170952 FIRST FILING. The following person(s) is (are) doing business as TLS Performance Products, JEDA Performance Products, AION A489009, 320 S. Lemon Ave, Walnut, CA 91789. The full name of registrant(s) is/are : JEDA Resources & Services, Inc 320 S. Lemon Ave, Walnut, CA 91787 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: John Edrick D. Asuncion
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2182601 FIRST FILING. The following person(s) is (are) doing business as Premier Realty & Associates, AION 2601960, 10642 Downey Ave, Downey, CA 90241. The full name of registrant(s) is/are : California Development Corporation 10642 Downey Ave, Downey, CA 90241 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: John R. Villanueva
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2197007 FIRST FILING. The following person(s) is (are) doing business as The Strip Joint, AOIN 1986308, 1405 E. Mission Ave, Pomona, CA 91766. The full name of registrant(s) is/are : Advanced Entertainment California, 162-B Orange Thrope, Placenita, CA 95870. This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/1/1998. /s/: Bill Dannecs
This statement was filed with the County Clerk of LOS ANGELES County on 11/1/1998. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 217095 FIRST FILING. The following person(s) is (are) doing business as Valley Home Health, 28082 Alton Way, Castaic, CA 91384. The full name of registrant(s) is/are : Mr. Thein Delgado, 28082 Alton Way, Castaic, CA 91384, Ted Dimaguila, 3030 N. Lamen St., Burbank, CA 91504, Grace Dimbguila, 3030 N. Lamen St., Burbank, CA 941504. This Business is being conducted by, a general partnership. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/23/2004. /s/: Ted Dimaguila. This statement was filed with the County Clerk of LOS ANGELES County on 8/23/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2159027 FIRST FILING. The following person(s) is (are) doing business as Ulises's Die Cotting, 5784 Venice Blvd, LA CA 90019. The full name of registrant(s) is/are : Carlos Ulises Linky, 1221 West 45th Street, LA CA 90037 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/9/2004. /s/: Carlos Linky
This statement was filed with the County Clerk of LOS ANGELES County on 1/9/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2161302 FIRST FILING. The following person(s) is (are) doing business as Business Music Solutions, 2892 N. Bellflower Blvd, Ste 407, Long

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Beach, CA 90815. The full name of registrant(s) is/are : Alfredo Lopez, 3023 heather Rd., Long Beach, CA 90808 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Alfredo Lopez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2161323 FIRST FILING. The following person(s) is (are) doing business as A Song From Your Heart .com, 8121 Broadway #29, Whittier, CA 90606. The full name of registrant(s) is/are : Angeles Lopez, 8121 Broadway #29, Whittier, CA 90606 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Angeles Lopez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2184636 FIRST FILING. The following person(s) is (are) doing business as Rodeo Grill, 1926 N. Alvorado St, LA CA 90036. The full name of registrant(s) is/are : Raul Sanchez, 1926 N. Alvorado St, LA CA 90036 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Raul Sanchez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2184635 FIRST FILING. The following person(s) is (are) doing business as Rodeo Restaurant, 700 E. Arrow Hwy, Pomona, CA 91761. The full name of registrant(s) is/are : Raul Sanchez, 1926 N Alvardo Street, LA CA 90039, Rafael Cardenas, 1155 N. Hazard Ave. LA CA 90063 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Raul Sanchez, Rafael Cardenas
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2209130 FIRST FILING. The following person(s) is (are) doing business as Shop @ Home Carpet & Flooring, Shop At Home Carpet and Flooring, 1301 W, Lincoln Ave. #209, Montebello, CA 90640. The full name of registrant(s) is/are : Manuel Macias, 1301 W. Lincoln Ave., # 209, Montebello, CA 90640 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/25/2004. /s/: Manuel Macias. This statement was filed with the County Clerk of LOS ANGELES County on 8/25/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2209211 FIRST FILING. The following person(s) is (are) doing business as Nand D. Consultants, 15704 E. Sigman St. Hacienda Hts., CA 91745. The full name of registrant(s) is/are : Donald J. James, 15704 E. Sigman St. Hacienda Hts., CA 91745 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Donald J. James. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2197415 FIRST FILING. The following person(s) is (are) doing business as Taqueria Cervantes, 4211 N. Century Blvd., Inglewood, CA 90304. The full name of registrant(s) is/are : Emigdio Cervantes, 1434 S. parton St., Santa Ana, CA 92707 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Emigdio Cervantes

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This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2197006 FIRST FILING. The following person(s) is (are) doing business as Poala Nail Shop, 1260 South Soto St., #11, LA CA 90023. The full name of registrant(s) is/are : Kient Bui, 8925 Grandville Cir., Westminster, CA 92683 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/25/2004. /s/: Kient Bui. This statement was filed with the County Clerk of LOS ANGELES County on 8/25/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2184634 FIRST FILING. The following person(s) is (are) doing business as Hollywood Flicks, 455 W. Florence Ave., Suite A LA CA 90003. The full name of registrant(s) is/are : Salomon Sanchez, 1120 E. 69th St., LA CA 90001 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Salomon Sanchez. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2210703 FIRST FILING. The following person(s) is (are) doing business as Fantasy, 3219 Beverly Blvd., LA CA 90057. The full name of registrant(s) is/are : Mayra Beronica Batres, 3346 E. Gage Ave., Apt #S, Huntington Park, CA 90255 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Mayra Batres. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2196190 FIRST FILING. The following person(s) is (are) doing business as Hilltop Trucking & Trailer Repair, 1145 West 89th Street, LA CA

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90044. The full name of registrant(s) is/are : LeRoy R. Hill, 1145 West 89th Street, LA CA 90044 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/25/2004. /s/: LeRoy R. Hill
This statement was filed with the County Clerk of LOS ANGELES County on 8/25/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2196724 FIRST FILING. The following person(s) is (are) doing business as San Pedro Market #2, 6201 S. Main St., LA CA 90003. The full name of registrant(s) is/are : Hasmeed O. Guzman, 4151 S. San Pedro Ave., LA CA 90011 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Hasmeed O. Guzman. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2195822 FIRST FILING. The following person(s) is (are) doing business as El Centenario, 1650 Santa Fe Ave., Long Beach, CA 90813. The full name of registrant(s) is/are : Higinio Michel, 6890 White Ave., Long Beach, CA 90805 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/18/2004. /s/: Higinio Michel. This statement was filed with the County Clerk of LOS ANGELES County on 5/18/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2195823 FIRST FILING. The following person(s) is (are) doing business as Tri-Olegna, 11607 Stangate St., Lakewood, CA 90715. The full name of registrant(s) is/are : Juancho Trinidade, 11607 Stangate St., Lakewood, CA 90715 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Juancho Trinidad. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2197036 FIRST FILING. The following person(s) is (are) doing business as Cartoon Collection, 730 N. Fonda Street, LA Habra, CA 90631. The full name of registrant(s) is/are : Mark Anthony Machado, 730 N. Fonda Street, LA Habra, CA 90631 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Mark Machado. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2196748 FIRST FILING. The following person(s) is (are) doing business as Genuine Quality Furniture 4 Less, 226 South Pima Ave., #E, West Covina, CA 91790. The full name of registrant(s) is/are : Lianne Sesanto, 226 South Pima Ave., #E, West Covina, CA 91790, Victor Rios, 226 South Pima Ave., #E, West Covina, CA 91790 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Kuabbe Sesabto, Victor Rios. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business

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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 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2198705 FIRST FILING. The following person(s) is (are) doing business as Southren League Connection, 2430 Hudspeth St., Inglewood, CA 90303. The full name of registrant(s) is/are : Edward Burrus, 2430 Hudspeth St., Inglewood, CA 90303, Gail Harris, 2430 Hudspeth St., Inglewood, CA 90303, Will Vanardo, 2430 Hudspeth St., Inglewood, CA 90303 This Business is being conducted by, a general partnership. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/2004. /s/: Edward Burrus. This statement was filed with the County Clerk of LOS ANGELES County on 8/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2210511 FIRST FILING. The following person(s) is (are) doing business as Rowland heights School of Music & Arts, 19271 Colima Road, Ste H, Rowland Heights, CA 91748. The full name of registrant(s) is/are : Yolanda J. Fresnoza, 19323 Andrada Dr., Rowland Heights, CA 91748 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/5/2004. /s/: Yolanda J. Fresnoza. This statement was filed with the County Clerk of LOS ANGELES County on 10/5/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2159545 FIRST FILING. The following person(s) is (are) doing business as CDAD Tax Services, Solid Rock Tax Services, 1713 E El Sequndo Blvd., Gardena, CA 90249. The full name of registrant(s) is/are : Carl Dotson, 705 N. Evers Ave., Compton, CA 90220, Anedra Daniels, 25577 Pine Creek Lane, Wilmington, CA 90744 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Carl Dotson, Anedra Daniels. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2159506 FIRST FILING. The following person(s) is (are) doing business as Creative Signs & Graphics, 8335 Washington Blvd F, Pico Rivera, CA 90660. The full name of registrant(s) is/are : Claudio Davalos, 8335 Washington Blvd F, Pico Rivera, CA 90660 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/1993. /s/: Claudio Davalos. This statement was filed with the County Clerk of LOS ANGELES County on 1/1/1993. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2182205 FIRST FILING. The following person(s) is (are) doing business as A Few Good Kids, Leadership Enrichment Camp of America, 13222 Edwards Road, LA Mirada, CA 90638. The full name of registrant(s) is/are : Tyr May, 13222 Edwards Road, LA Mirada, CA 90638, Stefan Brock, 5400 Orangethorpe Ave., #19, La Palma, CA 90623 This Business is being conducted by, co-partners. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/2004. /s/: Tyr May, Stefan Brock. This statement was filed with the County Clerk of LOS ANGELES County on 8/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2210557 FIRST FILING. The following person(s) is (are) doing business as M D Marine, 220 Marina Way #45, Redondo Beach, CA 90277. The full name of registrant(s) is/are : Mark D. Johnson, 220 Marina Way #45, Redondo Beach, CA 90277 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Mark Johnson. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2210556 FIRST FILING. The following person(s) is (are) doing business as POS Equipment Auctions, 4335 Van Nuys Blvd., Suite 430, Sherman Oaks, CA 91403. The full name of registrant(s) is/are : Mark Daniel Johnson, 220 Marina Way, #45, Redondo Beach, CA 90277 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Mark Johnson. This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2228038 FIRST FILING. The following person(s) is (are) doing business as Judith Weston Acting Studio, 3402 Motor Ave., LA CA 90034. The full name of registrant(s) is/are : Judith Weston, 1827 Glyndon Ave., Venice, CA 90291 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/1/2001. /s/: Judith Weston. This statement was filed with the County Clerk of LOS ANGELES County on 5/1/2001. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS

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BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2261001 FIRST FILING. The following person(s) is (are) doing business as American Alliance Financial Group, Al ON 101998278074, 850 E. Ocean Blvd. #205, Long Beach, CA 90802. The full name of registrant(s) is/are : Synergy Universal Development, LLC., 1935 Artesia Blvd., Redondo Beach, CA 90802 This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/5/2004. /s/: Kapil Sud. This statement was filed with the County Clerk of LOS ANGELES County on 8/5/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/6/2004, 9/13/2004, 9/20/2004, 9/27/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 22283514 FIRST FILING. The following person(s) is (are) doing business as YCO Chauffeur Services, 1229 California Ave., #3, Santa Monica, CA 90408-3520. The full name of registrant(s) is/are : Y. Fray, 1229 California Ave., #3, Santa Monica, CA 90408-3520 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Y. Fray
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2283512 FIRST FILING. The following person(s) is (are) doing business as Cowlick Photography, 920 20th St., Suite A, Santa Monica, CA 90403. The full name of registrant(s) is/are : Christopher Donat, 920 20th St., Suite A, Santa Monica, CA 90403, Adrianna Donat, 920 20th St., Suite A, Santa Monica, CA 90403 This Business is being conducted by, husband and wife. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/2004. /s/: Adrianna Donat, Christopher Donat
This statement was filed with the County Clerk of LOS ANGELES County on 8/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2261008 FIRST FILING. The following person(s) is (are) doing business as El Zacatecano Western Wear, Western Wear E. Jerezano, Cowboy's Western Wear, 12242 Valley Blvd., El Monte, CA 91731. The full name of registrant(s) is/are : Manuel Palomino, 7726 Pickering Ave., Apt A, Whittier, CA 90661, Griselda Gamboa, 7726 Pickering Ave., Apt A, Whittier, CA 90661 This Business is being conducted by, husband and wife. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Manuel Palomino, Griselda Gamboa
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2283516 FIRST FILING. The following person(s) is (are) doing business as Michael's Table, 1121 Hill St., Santa Monica, CA 90405. The full name of registrant(s) is/are : Michael Sieverts, 1121 Hill St., Santa Monica, CA 90405 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Michael Sieverts
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2283513 FIRST FILING. The following person(s) is (are) doing business as Radius PR, 222 7th Street, #306, Santa Monica, CA 90402. The full name of registrant(s) is/are : Ben Scott, 1105 idaho Ave., #207, Santa Monica, CA 90403 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Ben Scott
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2283515 FIRST FILING. The following person(s) is (are) doing business as Iotana Salon, 739 10th Street, Suite A, Santa Monica, CA 90402. The full name of registrant(s) is/are : Michael D. Mitchell, 944 14th Street, #7, Santa Monica, CA 90403 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Michael D. Mitchell
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 22731111 FIRST FILING. The following person(s) is (are) doing business as DKC Investment, 9911 W. Pico Blvd., Ste 800, LA CA 90035. The full name of registrant(s) is/are : Damin Hurst, 215 N. Poinsettia, Compton, CA 90221 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2004. /s/: Damin Hurst
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2274008 FIRST FILING. The following person(s) is (are) doing business as J. P. Flooring, 6209 Reseda Blvd., Apt. 103, Reseda, CA 91335. The full name of registrant(s) is/are : Jose J. Portillo, 6209 Reseda Blvd., Apt. 103, Reseda, CA 91335 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/2/2004. /s/: Jose P. Portillo
This statement was filed with the County Clerk of LOS ANGELES County on 9/2/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 22724443 FIRST FILING. The following person(s) is (are) doing business as Akash Diamond, 606 South Hill St., Suite 11113, LA CA 90014. The full name of registrant(s) is/are : Vinod H. Patel, 6911 Hood Dr., Westminster, CA 92683 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Vinod H. Patel
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2271557 FIRST FILING. The following person(s) is (are) doing business as Lily Ani Gifts, 317 1/2 North Verdugo Road, Glendale, CA 91206. The full name of registrant(s) is/are : Tatevik Melikyan, 317 1/2 North Verdugo Road, Glendale, CA 91206 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Tatevik Melikyan
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2271557 FIRST FILING. The following person(s) is (are) doing business as Lily Ani Gifts, 317 1/2 North Verdugo Road, Glendale, CA 91206. The full name of registrant(s) is/are : Tatevik Melikyan, 317 1/2 North Verdugo Road, Glendale, CA 91206 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Tatevik Melikyan
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 22271323 FIRST FILING. The following person(s) is (are) doing business as Herrera Enterprises and Show Magik, 2134 Montebello Town Center, Montebello, CA 91640. The full name of registrant(s) is/are : James Herrera, 3328 Delta Ave., Rosemead, CA 91770 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2004. /s/: James Herrera
This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2271524 FIRST FILING. The following person(s) is (are) doing business as Auto Supply USA, 445 W. Garfield Ave., Unit 4, Glendale, CA 91204. The full name of registrant(s) is/are : Joseph Armando Zapata, 1013 N. Naomi St., Burbank, CA 91505, Parthena Zapata, 1013 N. Naomi St., Burbank, CA 91505 This Business is being conducted by, co-partners. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/23/2004. /s/: Joseph Zapata, Parthena Zapata
This statement was filed with the County Clerk of LOS ANGELES County on 8/23/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2262526 FIRST FILING. The following person(s) is (are) doing business as Fifo's Express Body Shop, 8735 Juniper St., LA CA 90002. The full name of registrant(s) is/are : Fredy Martinez, 11935 Arkansas St, Artesia, CA 90701 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Fredy Martinez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2260723 FIRST FILING. The following person(s) is (are) doing business as SRG Lending, 3705 W. Artesia Blvd., #26, Torrance, CA 90504. The full name of registrant(s) is/are : Rhonda Rae Lewis, 3705 W. Artesia Blvd., #26, Torrance, CA 90504 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2004. /s/: Rhonda Lewis
This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2221703 FIRST FILING. The following person(s) is (are) doing business as Simba Sim's Studios, 2327 1/2 Scarff St., LA CA 90007. The full name of registrant(s) is/are : Simba Sims, 2327 1/2 Scarff St., LA CA 90007 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/25/2004. /s/: Simba Sims
This statement was filed with the County Clerk of LOS ANGELES County on 8/25/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2221724 FIRST FILING. The following person(s) is (are) doing business as Wako Koeki Co, Ltd, AION 2137660, 13191 Crossroads Parkway North, Suite 395, City of Industry, CA 91746. The full name of registrant(s) is/are : General Energy Technologies, Inc.,13191 Crossroads Parkway North, Suite 395, City of Industry, CA 91746 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: General Energy Technologies, Inc.
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2218401 FIRST FILING. The following person(s) is (are) doing business as Final Score Music, Final Score Music, I.n.c., 564 N. Diamond Bar Blvd., Diamond Bar, CA 91765. The full name of registrant(s) is/are : Paul F. Zubrod, 3986 Santa Tomas, Newbury Park, CA 91320 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/1/1997. /s/: Paul F. Zubrod
This statement was filed with the County Clerk of LOS ANGELES County on 11/1/1997. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2223011 FIRST FILING. The following person(s) is (are) doing business as Conflict Entertainment, Conflict Productions, Conflict Records, 13300 Doty Ave., #351 Hawthorne, CA 90250. The full name of registrant(s) is/are : Prenze Hampton, 13300 Doty Ave., #351 Hawthorne, CA 90250, Kavin Jackson, 13300 Doty Ave., #351 Hawthorne, CA 90250 This Business is being conducted by, a general partnership. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2004. /s/: Prenze Hampton
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 22223006 FIRST FILING. The following person(s) is (are) doing business as Jamene's Distributor, Inc., AION #2619983, 1233 West Margarita Dr., West Covina, CA 91790. The full name of registrant(s) is/are : Jamene's Distributor, Inc., 1233 West Margarita Dr., West Covina, CA 91790 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2004. /s/: Arturo Jimenez
This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2262522 FIRST FILING. The following person(s) is (are) doing business as Dil Works, 7856 E. Cramer St., Long Beach, CA 90808. The full name of registrant(s) is/are : James Francis Colleran, 7856 E. Cramer St., Long Beach, CA 90808, Charles Wesley Garrison, 7856 E. Cramer St., Long Beach, CA 90808 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: James F. Colleran, Charles W. Garrison
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2260546 FIRST FILING. The following person(s) is (are) doing business as Amaya Express, 15045 Bandall Ave., Fontana, CA 92335. The full name of registrant(s) is/are : Isreal Amaya, 15045 Bandall Ave., Fontana, CA 92335 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/31/2002. /s/: Isreal Amaya
This statement was filed with the County Clerk of LOS ANGELES County on 8/31/2002. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2248097 FIRST FILING. The following person(s) is (are) doing business as Automotive Excellence, Econo Lube N. Tune and Brakes #19, 12826 Whittier Bl., Whittier, CA 90602. The full name of registrant(s) is/are : Enrique A. Mayea, 12903 Forestpme Bl., Norwalk, CA 90650, evidio B. Mayea, 12903 Forestpme Bl., Norwalk, CA 90650 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Evidio B. Mayea, Enrique Mayea
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2248501 FIRST FILING. The following person(s) is (are) doing business as Mr. Clean Plumbing & Heating, Inc., AION #2395198, 10929 E. Firestone Blvd., #350, Norwalk, CA 90650. The full name of registrant(s) is/are : Mr. Clean Plumbing & Heating, 10929 E. Firestone Blvd., #350, Norwalk, CA 90650 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/1/2002. /s/: Terry R. Smith
This statement was filed with the County Clerk of LOS ANGELES County on 2/1/2002. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2259928 FIRST FILING. The following person(s) is (are) doing business as Sav-On-Insurance Services, 332 W. Lomita St., #2, Glendale, CA 91204. The full name of registrant(s) is/are : George Novshodyon, 332 W. Lomita St., #2, Glendale, CA 91204 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: George Novshodyon
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2244076 FIRST FILING. The following person(s) is (are) doing business as San Gabriel Valley-Appraisals, 1757 E. Woodbury Rd., Pasadena, CA 91104. The full name of registrant(s) is/are : Tony B. Hovsepian, 1757 E. Woodbury Rd., Pasadena, CA 91104 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Tony Hovsepian
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2248434 FIRST FILING. The following person(s) is (are) doing business as Nick and Alex Transport, 16330 Phoebe St., La Mirada CA. The full name of registrant(s) is/are : Luis Alberto Sandoval, 15839 Landmark Dr., #1, Whittier, CA 90604 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/31/2004. /s/: Luis A. Sandoval
This statement was filed with the County Clerk of LOS ANGELES County on 8/31/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2246620 FIRST FILING. The following person(s) is (are) doing business as Axxess Digital, 3217 Beverly Blvd, LA CA 90026. The full name of registrant(s) is/are : Walter A. Lopez, 3014 Bellevue Ave., LA CA 90026 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Walter Lopez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2246618 FIRST FILING. The following person(s) is (are) doing business as Blakbald Industries, 3916 W. 146th Street, Hawthorne, CA 90250. The full name of registrant(s) is/are : Adam Everett Abraham, 3916 W. 146th Street, Hawthorne, CA 90250 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/31/2004. /s/: Adam Abraham
This statement was filed with the County Clerk of LOS ANGELES County on 8/31/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2245857 FIRST FILING. The following person(s) is (are) doing business as Crenshaw Public Transmission, 4252 S. Crenshaw, LA CA 90008. The full name of registrant(s) is/are : Thomas Jones, 1550 W. 65th Street, LA CA 90047 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Thomas Jones
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2246613 FIRST FILING. The following person(s) is (are) doing business as G-Spot Automotive, 4112 N. Mission Rd. LA CA 90032. The full name of registrant(s) is/are : Francisco T. Gonzalez, 4559 Bowman Blvd., LA CA 90032 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Francisco T. Gonzalez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2233204 FIRST FILING. The following person(s) is (are) doing business as San Pedro Flowers, 746 1/2 S. San Pedro, LA CA 90014. The full name of registrant(s) is/are : Elayne Gonzalez, 732 1/8 S. Ferris Ave., LA CA 90022 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/1999. /s/: Elayne Gonzalez
This statement was filed with the County Clerk of LOS ANGELES County on 8/1/1999. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2233203 FIRST FILING. The following person(s) is (are) doing business as Sixth Boro, AION #200215710051, 7060 Hollywood Blvd., Ste #312, Hollywood, CA 90078. The full name of registrant(s) is/are : City Housing Publishing LLC, 7060 Hollywood Blvd., Ste #312, Hollywood, CA 90078 This Business is being conducted by, a limited liability. Signed: Registrant has not yet begun to transact business under the fictitious name or

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names listed herein.. /s/: Richard Vick
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2228027 FIRST FILING. The following person(s) is (are) doing business as ACL Motor Sport, 3566 E. Gage Av., Bell Gardens, CA 90201. The full name of registrant(s) is/are : Carlos R. Avila, 178 W. 43 St., LA CA 90037, Alex Hurtado, 2762 Laurel PL, Apt B, South Gate, CA 90280, Jose L. Quishpe, 3545 New Hampshire Ave., #318, LA CA 90020 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Carlos Avila, Pablo Hurtado, Jose Quishpe
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2234011 FIRST FILING. The following person(s) is (are) doing business as The Atrium Business Court, AION #200419210060, 6528 Green Leaf Ave., #101, Whittier, CA 90601. The full name of registrant(s) is/are : JM&M Management Group, LLC, 6528 Green Leaf Ave., #101, Whittier, CA 90601 This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/30/2004. /s/: Fayez Henein
This statement was filed with the County Clerk of LOS ANGELES County on 8/30/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 22234010 FIRST FILING. The following person(s) is (are) doing business as Statewide Investments, LLC., AION# 200400810033, 6528 Green Leaf Ave., #128, Whittier, CA 90601. The full name of registrant(s) is/are : Statewide Investments, LLC., 6528 Green Leaf Ave., #128, Whittier, CA 90601 This Business is being conducted by, a limited liability. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Statewide Investments, LLC
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2234022 FIRST FILING. The following person(s) is (are) doing business as Woodley Management Co, 2652 Gardi Street, Duarte, CA 91010. The full name of registrant(s) is/are : Kerrie Chan, 2652 Gardi Street, Duarte, CA 91010, Rebekah Tsui, 7005 Jordan Ave., Canago Park, CA 91303, Michelle Han, 4811 Deelane Place, Torrance, CA 90503 This Business is being conducted by, an unincorporated association other than a partnership. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/22/1999. /s/: Kerrie Chan, Rebekah Tsui, Michelle Han
This statement was filed with the County Clerk of LOS ANGELES County on 8/22/1999. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2272315 FIRST FILING. The following person(s) is (are) doing business as Cyberkimo, 1233 Wesley Pasadena, CA 91104. The full name of registrant(s) is/are : Kevoru Douzadjian, 1233 Wesley Pasadena, CA 91104 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Kevoru Douzadjian
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2272402 FIRST FILING. The following person(s) is (are) doing business as Fast Liquidation, 17337 Hartland St., Lake Balboa, CA 91406. The full name of registrant(s) is/are : Remo Schlegel, 17337 Hartland St., Lake Balboa, CA 91406 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Remo Schlegel
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/13/2004, 9/20/2004, 9/27/2004, 10/4/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2160671 FIRST FILING. The following person(s) is (are) doing business as The Tweaksters, LLC, AION#200420210181, 1430 7th St., #303, Santa Monica, CA 90401. The full name of registrant(s) is/are : The Tweaksters, 1430 7th St., #303, Santa Monica, CA 90401 This Business is being conducted by, a limited liability. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2004. /s/: The Tweaksters
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2322093 FIRST FILING. The following person(s) is (are) doing business as AKA Media Networks, 2110 Pico Blvd., Santa Monica, CA 90405. The full name of registrant(s) is/are : AKA Advertising, LLC, 2110 Pico Blvd., Santa Monica, CA 90405, Integra Marketing, LLC, 508 S. Catalina, Redondo Beach, CA 90277 This Business is being conducted by, joint venture. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: AKA Advertising, LLC, Integra Marketing, LLC
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2325329 FIRST FILING. The following person(s) is (are) doing business as Baggage Express, 6022 Fry St., Bell Gardens, CA 90201. The full name of registrant(s) is/are : Erwin E. Grifis, 2157 N. Arrowhead Ave., Rialto, CA 92377, William Machado, 6022 Fry St., Bell Gardens, CA 90201, Jose Guardado, 6024 1-4 Fry Street, Bell Gardens, CA 90201 This Business is being conducted by, joint venture. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Erwin E. Grifis, William Machado, Jose Guardado
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2309342 FIRST FILING. The following person(s) is (are) doing business as Divine Designs by Dorcas Fashion House, 1325 S. Mayo Ave., Compton, CA 90221. The full name of registrant(s) is/are : Audrey Morgan, 1325 S. Mayo Ave., Compton, CA 90221 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Audrey Morgan
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2344223 FIRST FILING. The following person(s) is (are) doing business as Westside Aquatics, 12000 Rhode Island, Los Angeles, CA 90025. The full name of registrant(s) is/are : Adam Arveds Blakis, 12000 Rhode Island, Los Angeles, CA 90025 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Adam Blakis
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2257625 FIRST FILING. The following person(s) is (are) doing business as Stupid Children Publishing, 1081 West Kensington Road, LA CA 90026. The full name of registrant(s) is/are : James Piggot, 1081 West Kensington Road, LA CA 90026 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: James Piggot
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2385846 FIRST FILING. The following person(s) is (are) doing business as Rooftop Promotion, Sounds from the Roof, 1500 Purdue Ave., Suite #9, LA CA 90025. The full name of registrant(s) is/are : Goro Kuyumcuovic, 1500 Purdue Ave., Suite #9, LA CA 90025 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Goro Kuyumcouovic
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2344207 FIRST FILING. The following person(s) is (are) doing business as Wailana Malie, Wesley C. Sen. The full name of registrant(s) is/are : 1538 Franklin Street, Apt. M, Santa Monica, CA 90404 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Wesley C. Sen
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2228004 FIRST FILING. The following person(s) is (are) doing business as Mandana Inc., 3644 Keystone Ave., #5, LA CA 90034. The full name of registrant(s) is/are : Mandana Inc., Delaware This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Hamid Djalilian
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2229399 FIRST FILING. The following person(s) is (are) doing business as Late Bloomer, 855 Bay St., #4, Santa Monica, CA 90405. The full name of registrant(s) is/are : Diana Cignoni, 855 Bay St., #4, Santa Monica, CA 90405 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Diana Cignoni
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2067182 FIRST FILING. The following person(s) is (are) doing business as PAS Specialists, PSA Doctors, PSA Oncology, PSA Experts, 6476 Admiralty Way, Ste, 101, Marina Del Rey, CA 90292. The full name of registrant(s) is/are : Mark Scholtz, MD, 5350 Shenandoah, LA CA 90056 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Mark Scholz, MD
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2298325 FIRST FILING. The following person(s) is (are) doing business as West Coast Water Solutions, Inc., WCWS, AION #2672517, 13722 Harvard Place, Ste-B, Gardena, CA 90249. The full name of registrant(s) is/are : West Coast Water Solutions, Inc., 13722 Harvard Place, Ste-B, Gardena, CA 90249 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/8/2004. /s/: West Coast Water Solutions, Inc.
This statement was filed with the County Clerk of LOS ANGELES County on 9/8/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2301603 FIRST FILING. The following person(s) is (are) doing business as S.A.P. Logistics, 10974 S. Figueroa, St., #2, LA CA 90061. The full name of registrant(s) is/are : Adrian Fasanando, 10974 S. Figueroa, St., #2, LA CA 90061 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Adrian Fasanando
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2301121 FIRST FILING. The following person(s) is (are) doing business as K. S. Company, 14505 S. Denker Ave., #A, Gardena, CA 90247. The full name of registrant(s) is/are : Fong Yin Choon, 14505 S. Denker Ave., #A, Gardena, CA 90247, Sally Tran,14505 S. Denker Ave., #A, Gardena, CA 90247 This Business is being conducted by, a general partnership. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Fong Yin Choon, Sally Tran
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313519 FIRST FILING. The following person(s) is (are) doing business as Bain Smith & Company, 292 S. La Cienega Blvd., Ste 312, Beverly Hills, CA 90211. The full name of registrant(s) is/are : Shauna Bain Smith, 663 N. Tularosa Drive, LA CA 90026, Hudson Henry Smith III, 663 N. Tularosa Drive, LA CA 90026 This Business is being conducted by, husband and wife. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)2/23/2004. /s/: Shauna Bain Smith, Hudson H. Smith, III
This statement was filed with the County Clerk of LOS ANGELES County on 2/23/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2323185 FIRST FILING. The following person(s) is (are) doing business as Quick in Style, 4943 E. Slauson Ave., Maywood, CA 90270. The full name of registrant(s) is/are : Nancy Tulia Gonzalez, 15629 Surrey Lane, La Mirada CA 90638 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Nancy Gonzalez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313518 FIRST FILING. The following person(s) is (are) doing business as In The Cut-Post Production, 292 S. La Ciegena Blvd., Ste 312, Beverly Hills, CA 90211. The full name of registrant(s) is/are : Hudson Henry Smith III, 663 N. Tularosa Dr., LA CA 90026 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Hudson H. Smith, III
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/11/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2310856 FIRST FILING. The following person(s) is (are) doing business as Sharkey Enterprises, Inc., Subway Sandwiches & Salads, 3655 E. Foothill Blvd., Pasadena, CA 91103. The full name of registrant(s) is/are : Sharkey Enterprises, Inc., 1061 Eucalyptus Lane, Pasadena, CA 91103 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Sharkey Enterprises, Inc.

This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2312153 FIRST FILING. The following person(s) is (are) doing business as Pomona Valley Academy, AION #2089337, 1750 W. Holt Ave., Pomona, CA 91768. The full name of registrant(s) is/are : Shield of Faith Economic Development, 1750 W. Holt Ave., Pomona, CA 91768 This Business is being conducted by, a limited liability. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: S of F Economic Development
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313154 FIRST FILING. The following person(s) is (are) doing business as Food Town, Inc., Marketing Spectrum, Inc., 4320 Atlantic Ave., #2200, Long Beach CA 90807. The full name of registrant(s) is/are : Around The World Oppertunities, Inc., 4320 Atlantic Ave., #2200, Long Beach CA 90807 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/1993. /s/: Around the World Oppertunities, Inc.
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/1993. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313155 FIRST FILING. The following person(s) is (are) doing business as T&T Enterprises, Spartan Grease, 7447 Firestone, Downey, CA 90241. The full name of registrant(s) is/are : Tria Nikita, 7447 Firestone, Downey, CA 90241 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/1992. /s/: T. Nikita
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/1992. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2058954 FIRST FILING. The following person(s) is (are) doing business as Talk Club, Talk Club Marketing Service, 1506 La Mesita, Hacienda Hts, CA 91744. The full name of registrant(s) is/are : Davne Eguchi, 4F, No37-3 Chingyun Rd., Tuchena City, Taipei Taiwan 236 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/1/2004. /s/: Dayne Egouchi
This statement was filed with the County Clerk of LOS ANGELES County on 5/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2325328 FIRST FILING. The following person(s) is (are) doing business as King T S Detailing, 1677 E. G St., Apt. 278, Ontario, CA 91764. The full name of registrant(s) is/are : Tyeree R. Wilson, 1677 E. G St., Apt. 278, Ontario, CA 91764 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Tyree Wilson
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313205 FIRST FILING. The following person(s) is (are) doing business as Seahurst International, 1 Seahurst Rd., Rolling Hills Estates, CA 90274. The full name of registrant(s) is/are : James Fredonick Lee, 1 Seahurst Rd., Rolling Hills Estates, CA 90274 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: James Lee
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2309866 FIRST FILING. The following person(s) is (are) doing business as Sky Signs & Neon, 121 S. Alma Ave., #5, Los Angeles, CA 90063. The full name of registrant(s) is/are : Gerardo Rosales, 121 S. Alma Ave., #5, Los Angeles, CA 90063 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Gerardo Rosales
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2307509 FIRST FILING. The following person(s) is (are) doing business as Rinconcito Ecuatoriano, 12631 Hawthorne Blvd., Hawthorne, CA 90250 . The full name of registrant(s) is/are : Gustavo Salazar, 3825 W. 139 Street, Hawthorne, CA 90250. Lilia M. Salazar, 3825 W. 139 Street, Hawthorne, CA 90250. This Business is being conducted by, husband and wife. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Gustavo Salazar, Lilia Salazar
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2309838 FIRST FILING. The following person(s) is (are) doing business as Outsource Computers, 1425 S. 6th Street, Alhambra, CA 91803. The full name of registrant(s) is/are : Jose Ramon Chua, 1425 S. 6th Street, Alhambra, CA 91803 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/7/2004. /s/: Jose Ramon Chua
This statement was filed with the County Clerk of LOS ANGELES County on 5/7/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2309810 FIRST FILING. The following person(s) is (are) doing business as Next Stage Young Artists Conservatory, 14515 Dickens St., #210, Sherman Oaks, CA 91403. The full name of registrant(s) is/are : Marcie Gilbert, 14515 Dickens St., #210, Sherman Oaks, CA 91403 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)6/1/1997. /s/: Marcie Gilbert
This statement was filed with the County Clerk of LOS ANGELES County on 6/1/1997. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2283927 FIRST FILING. The following person(s) is (are) doing business as Realty Exchange & Mart, Exchange Mart Financial Services, 10829 Fulton Wells Ave., #1408, Santa Fe Springs, CA 90670. The full name of registrant(s) is/are : Lloyd Augustus Johnson, 10829 Fulton Wells Ave., #1408, Santa Fe Springs, CA 90670 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/6/1989. /s/: Lloyd A. Johnson
This statement was filed with the County Clerk of LOS ANGELES County on 3/6/1989. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2282659 FIRST FILING. The following person(s) is (are) doing business as Varona Marble, 14504 Cavmenita Rd., Norwalk, CA 90650. The full name of registrant(s) is/are : Luis Varona, 14504 Cavmenita Rd., Norwalk, CA 90650 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)8/1/2004. /s/: Luis Varona
This statement was filed with the County Clerk of LOS ANGELES County on 8/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE

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OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2286436 FIRST FILING. The following person(s) is (are) doing business as The Shoe Box Solution, 445 S. Torrance #128, Torrance, CA 90503. The full name of registrant(s) is/are : Linh Hashimoto, 5909 Armaga Springs Rd, #6, R.P.V., CA 90275 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/2004. /s/: Linh Hasamoto
This statement was filed with the County Clerk of LOS ANGELES County on 1/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2283116 FIRST FILING. The following person(s) is (are) doing business as Nature's Aura, Soy Bean Candle Co., 6344 S. Friends Ave., Whittier, CA 90601 . The full name of registrant(s) is/are : Lenore Marie Rodgers, 6344 S. Friends Ave., Whittier, CA 90601 , Sarah Brittany Wilson, 6344 S. Friends Ave., Whittier, CA 90601 This Business is being conducted by, a general partnership. Signed:

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The registrant commenced to transact business under the fictitious business name or names listed on (Date)9/1/2004. /s/: Lenore Rodgers, Sarah Wilson
This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2310826 FIRST FILING. The following person(s) is (are) doing business as 3 B's Auto, Inc., 9844 Atlantic Ave., South Gate, CA 90280. The full name of registrant(s) is/are : 3 B's Auto Inc., 9844 Atlantic Ave., South Gate, CA 90280 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: 3 B's Auto, Inc.
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2313264 FIRST FILING. The following per-

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son(s) is (are) doing business as A+1 Medical, 13808 Clarkdale Ave., #6, Norwalk, CA 90650. The full name of registrant(s) is/are : Steve G. Mora, 13808 Clarkdale Ave., #6, Norwalk, CA 90650, Richard J. Sanchez, 8207 Lins Ave., Whittier, CA 90606 This Business is being conducted by, copartners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Steve G. Mora, Richard J. Sanchez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2310224 FIRST FILING. The following person(s) is (are) doing business as Lilly Ann, 96 W. Harriet St., Altadena, CA 91001. The full name of registrant(s) is/are : Valerie Barnd, 96 W. Harriet St., Altadena, CA 91001 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Valerie Barnd
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

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mon law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2310867 FIRST FILING. The following person(s) is (are) doing business as Stinkyz, 1929 E. 71st Street, LA CA 90001. The full name of registrant(s) is/are : Luis E. Mojica Ocana, 1929 E. 71st Street, LA CA 90001, Analenci Mojica, 1929 E. 71st Street, LA CA 90001 This Business is being conducted by, husband and wife. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Luis Mojica, Analenci Mojica
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2310827 FIRST FILING. The following person(s) is (are) doing business as GG's Bedding & Things, 2111 E. 122nd St, Apt 3, Compton, CA 90222. The full name of registrant(s) is/are : Gerald patrick Penney, 2111 E. 122nd St, Apt 3, Compton, CA 90222, Gena kaye Sanches, 1041 Fairwind Ave., Rosmond, CA 93560 This Business is being conducted by, co-partners. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Gerald Penney, Gena K. Sanchez
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE

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YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2322933 FIRST FILING. The following person(s) is (are) doing business as Bel Canto Productions, Artizana, Armani Imports, 102 N. Glendal Ave., Suite C, Glendale, CA 91205. The full name of registrant(s) is/are : Manuel Hasarjian, 1345 Orange Grove Ave., Glendal, CA 91205 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Manuel Hasarjian
This statement was filed with the County Clerk of LOS ANGELES County on . NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2323155 FIRST FILING. The following person(s) is (are) doing business as Lanzit Body Shop, 1151 E. Lanzit Ave., LA CA 90059. The full name of registrant(s) is/are : Jose Angel Ramos, 1151 E. Lanzit Ave., LA CA 90059 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the ficti-

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tious business name or names listed on (Date)9/1/2004. /s/: Jose A. Ramos
This statement was filed with the County Clerk of LOS ANGELES County on 9/1/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 04 2403769 FIRST FILING. The following person(s) is (are) doing business as Coastline Handyman Connection, 204 Hampton Dr., Venice CA, 90291. The full name of registrant(s) is/are : John Bernard Cleland, 204 Hampton Dr., Venice CA, 90291 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious name or names listed on (Date)9/17/2004. /s/: John Cleland
This statement was filed with the County Clerk of LOS ANGELES County on 9/17/2004. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 9/20/2004, 9/27/2004, 10/4/2004, 10/11/2004

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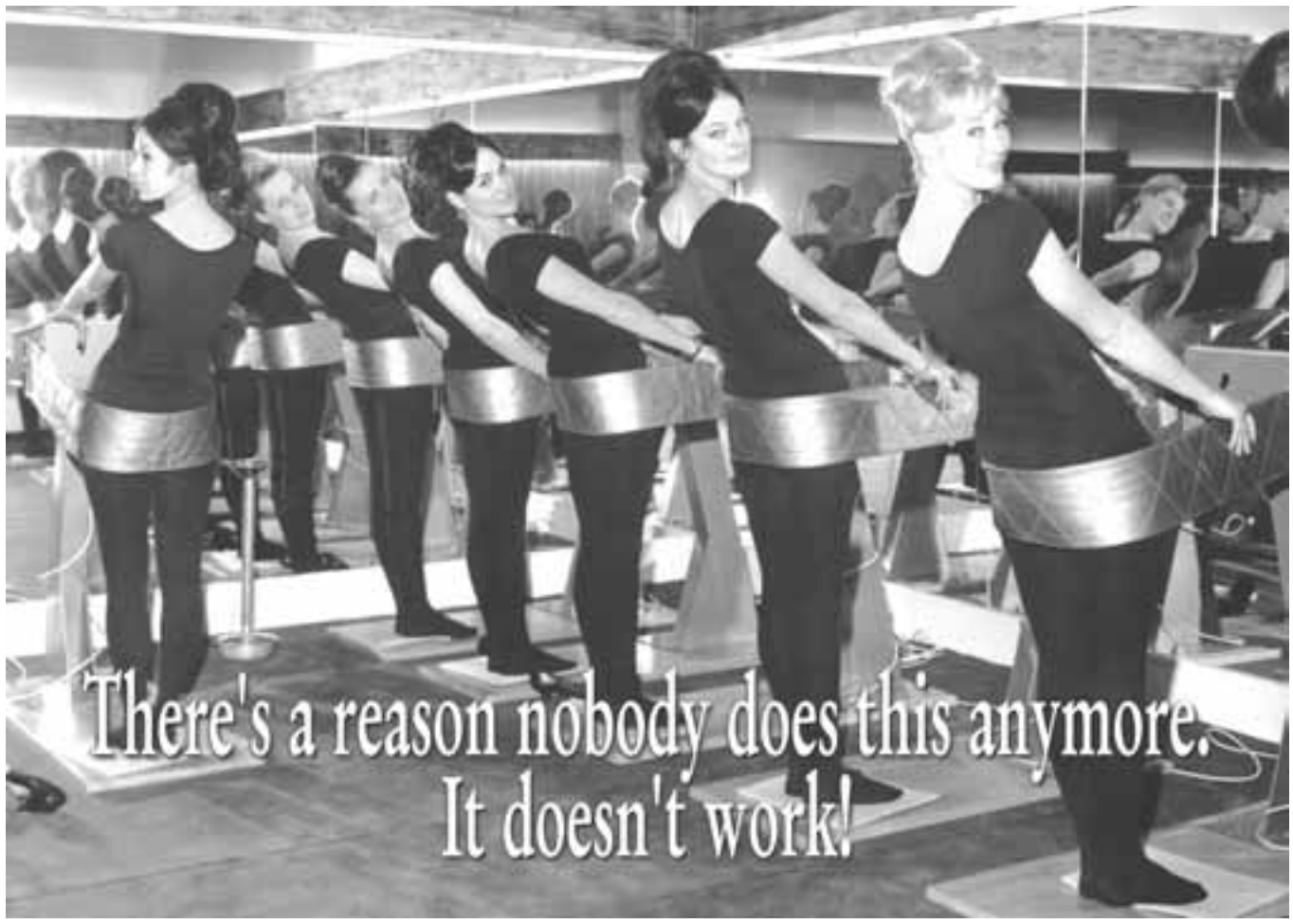
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