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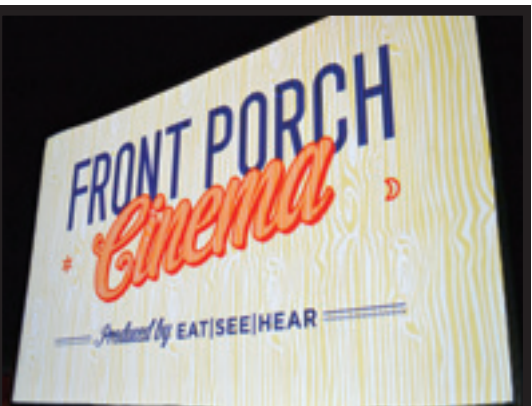
Volume 13 Issue 275

Squirm Night
2014
LOCAL CANDIDATES FORUM
7
days

Santa Monica Daily Press

We have you covered

THE THIS IS OCTOBER? ISSUE



MOVIE NIGHTS

Matthew Hall matt@smdp.com

Front Porch Cinema returned to the Pier with "Frozen" on Friday night. The free movie series will continue on Oct. 10 with Gravity. The Oct. 17 movie is The Grand Budapest Hotel and the series concludes with Ferris Bueller's Day Off on Oct. 24.

City Hall: Aviation less valuable to the regional economy than imagined

BY DAVID MARK SIMPSON
Daily Press Staff Writer

SMO If you're a frequent reader of this newspaper, there are a couple phrases you'll see over and over.

One example: "Residents opposed to the Santa Monica Airport complain about the noise and pollution caused by planes taking

off and landing."

Another: "Proponents of the airport point to a City Hall-financed study that shows that the airport generates \$275 million annually for the local economy."

Well, City Hall is clarifying that 2011 study, claiming, in a report released on Thursday, that the measured economic activity cannot be said to be a direct result

of aviation use at the airport.

At a City Council meeting last month, City Manager Rod Gould explained the study as council considered awarding a contract - unrelated to the airport - to HR&A, the consulting agency responsible for the SMO study.

SEE VALUE PAGE 7

Faces of Silicon Beach

BY ERIK HUBERMAN

Ben Katz, CEO and co-Founder of CARD.com, is a serial entrepreneur. Prior to CARD.com, Ben worked at Green Dot for MoneyPak.com, founded Coveroo.com and Ben Katz Productions. Erik Huberman, CEO of Hawke Media, talks to Ben about what led him to becoming an entrepreneur, the Silicon Beach scene and CARD.com.

Erik Huberman: What made you want to become an entrepreneur?

Ben Katz: I became an entrepreneur because I really like to see whether or not my ideas are good. I found when I worked for a big company, a lot of times there would be a resistance to trying new things. When you run your own company, you get the opportunity to try the new things you think are fun. Not all of the things you try are good ideas, it turns out, but you get to see the ones that were and learn from that.

SEE FACES PAGE 7

Traffic collisions hits 20-year low, injuries up slightly in 2013

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITYWIDE There were fewer traffic collisions in 2013 than any year since 1995 - the earliest year for which the Daily Press was able to find data.

Injuries from traffic accidents, however, were up slightly from 2012.

Until 2011, the Santa Monica Police Department released annual reports including all traffic data. To align with City Hall's the biennial budget, the department began releasing the report every two years.

The Daily Press requested 2013 traffic statistics and compared the results to police department data dating back to 1995.

"Much like crime data, statistical data on traffic collisions provide only a surrogate

SEE TRAFFIC PAGE 8

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WISE & Healthy Aging

WISE & Healthy Aging is a nonprofit social services organization.

Calendar

2

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, October 6

Architectural Review Board

City Hall
1685 Main St. 7 p.m.
The ARB generally meets on the first and third Mondays of each month unless there is a holiday. Meetings are held in the City Council Chambers at City Hall unless otherwise noted.

The College Process from A to Z

Fairview Branch Library
2101 Ocean Park Blvd. 7 p.m.
Diana Hanson of College Mentors will take you through the entire college process, including a discussion on various types of colleges, how to compile a great list of potential colleges, application components and strategies, and financial aid. For students in grades 9-12 and their parents.

Teen Advisory Council

Main Library
601 Santa Monica Blvd. 4 p.m.
Teens! Get community service hours and help plan programs with other students!

Easy to say first words

Montana Avenue Branch Library
1704 Montana Ave. 3 p.m.
Speech-Language Pathologist, Cara Tambellini Danielson will discuss ways to help children learn their first words. For adults and children ages 1-3.

Tuesday, October 7

The Meaning of Life: A Jewish Perspective

Sinai Temple
10400 Wilshire Blvd.
6:30 p.m.
An insightful talk by Rabbi David Wolpe, the first in a series of three programs sponsored by the Sinai Temple Men's Club. All are welcome. Admission is free. A light dinner follows the program. (Non-members \$10). Call (310) 481-3340.

Pre-RunFEST "Just Run"

Training Run

2XU Santa Monica.
1512 Montana Ave
6:30 p.m.

Leading up to the Oct. 19 "Santa Monica RunFEST," the 2XU Santa Monica Brand Store will host warm up runs, open to the public, to prepare runners with a great group training atmosphere. In addition to the evening run, each week sponsors will be giving away prizes and 2XU will be donating 15 percent of all purchases for the entire day to the Santa Monica-Malibu Education Foundation. 2 to 5 mile courses for walkers and runners.

Unpopular opinion

M.i. Westside Comedy Theater
1323-A 3rd Street Promenade
Doors open at 8:15 p.m.
The only Tuesday night stand-up comedy show Santa Monica will ever need. Unpopular Opinion's eclectic mix of up-and-comers, established comics and the Internet's funniest writers and performers make for one of the most entertaining comedy shows around. The show is free and the next lineup is a great one.

How Google Works

Moss Theatre, New Roads School
3131 Olympic Blvd, 6:30 p.m.
reception. Show at 8 p.m.
Google is a global icon that regularly pushes the boundaries of innovation in a variety of fields. HOW GOOGLE WORKS is an entertaining, page-turning primer containing lessons that the authors learned as they helped build the company. \$20 General Admission; \$30 Reserved Seats

Writing the personal statement

Main Library
601 Santa Monica Blvd. 7 p.m.
Have questions about your personal statement? Diana Hanson of College Mentors gives pointers on writing your college essay. For grades 11 and 12.

Author talk: Reyna Grande

Pico Branch Library

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

COMMUNITY BRIEFS

SMMUSD
Positive reviews in Special Education Satisfaction Survey

A District-wide survey released by the Santa Monica-Malibu Unified School District is reporting that parents of students participating in Special Education programs are pleased with ongoing student improvement, teacher relationships and parent involvement opportunities.

As part of the Santa Monica-Malibu Unified School District's goal to better communicate with its community and increase parent, staff and student engagement through an ongoing series of interactive surveys, the District has released results of a first-of-its-kind special education satisfaction survey. The survey, conducted May 20 through June 3, was designed in conjunction with the Special Education District Advisory Council (SEDAC), which provides recommendations and advice regarding research, program development and evaluation in California special education.

"Evaluating the effectiveness of our special education programs and services is vital in ensuring our special needs learners thrive socially, emotionally and physically within a nurturing learning environment that empowers them for the future," Superintendent Sandra Lyon said. "This survey marks our ongoing commitment to partner with SEDAC, as well as with community members and organizations, to provide the necessary resources for successful special education teaching and learning."

In addition to overall approval of the program, survey participants also expressed satisfaction with the level of communication between parents and teachers and staff, as more than half of participants indicated the quality of the program falls between an 8, 9 or 10 on a scale of 1-10. More than 60 percent of parent participants reported that they would recommend SMMUSD to a friend or family member. Survey topics included parent involvement and relationships; communication; instruction, expectation and access; processes and procedures; quality of customer service; and program quality.

A significant number of parents felt their child is making annual progress in school alongside clear and high academic expectations set by their teachers. The survey also demonstrated that most participants are satisfied with the quality and courteousness of the teaching staff, current process and procedures and the level of customer service.

Next steps for the District include sharing results with principals, teachers and staff, special education administrators, and paraprofessional staff, among others, to thoroughly facilitate program improvement efforts. As stakeholder feedback is essential to improving special education programs and services, District staff will also work to increase participation, polish survey questions and add new survey items to the 2014-2015 Special Education Satisfaction

Survey.
The survey was emailed to parents and was also available on the District's website. All questions were voluntary and answers anonymous, with the survey also available in Spanish. Past surveys include a homework survey, the Local and Accountability Plan/Local Control Funding Formula survey and a parent engagement survey. Upcoming surveys and results of past surveys can be found at www.smmusd.org.

EDITED BY MATTHEW HALL

Playa del Rey
Local student named Rensselaer Medal Winner

For more than 90 years, Rensselaer Polytechnic Institute, in conjunction with high schools around the world, has awarded the Rensselaer Medal and scholarship to promising high school juniors who have distinguished themselves in mathematics and science. Rensselaer is pleased to announce the 2014 winners of the Rensselaer Medal. Brandon Tai, who hails from Playa del Rey, is this year's honoree. Brandon is a senior enrolled at Windward High School.

"The Rensselaer Medal is a wonderful way to pay tribute to the high school students who have achieved excellence in math and science," said Karen Long, director of undergraduate admissions. "As we do so, we are aware that these early achievements, as impressive as they are, mark only one milestone on their future journeys of commitment to hard work, drive, focus, and collaborations. The Rensselaer Medal winners represent the next generation of leaders, scientists, innovators, artists, scholars, game designers, architects, humanitarians, and entrepreneurs."

The Rensselaer Medal was first presented in 1916 with two purposes: to recognize the superlative academic achievement of young men and women, and to motivate students toward careers in science, technology, engineering, and mathematics (STEM) disciplines.

The medal, the oldest prize of its kind in the United States, is awarded at more than 4,000 high schools throughout North America, Latin America, Europe, and Asia. There are 183 Medalists currently enrolled in the freshman class at Rensselaer.

Each participating high school is allowed to select one member of the junior class to be honored with the Rensselaer Medal Award. The responsibility for designating the Rensselaer Medalist belongs to faculty and staff within the secondary school. Once school officials have made their selection, they submit their choice online via the password-protected medal website.

The merit scholarship, with a minimum value of \$15,000 per year, is guaranteed for four years (five years for the Bachelor of Architecture program) for each medalist who is accepted and enrolls at Rensselaer. Overall, an enrolled student may be eligible to receive a minimum scholarship of \$60,000.

- MH

LISTINGS
FROM PAGE 2

2201 Pico Blvd. 6 p.m. Meet the author of The Distance Between Us as she discusses her works and takes question from the audience. Programa bilingue.

Crafternoon meetup

Montana Avenue Branch Library
1704 Montana Ave. 3:30 p.m.
Calling all crafters! Bring in what you are working on and meet other crafters. Grades 5 & up.

Invasion of the Body Snatchers (1978)

Ocean Park Branch Library
2601 Main St. 6 p.m.
Filmmaker Elaina Archer screens and discusses this classic horror film about a group of people who discover the human race is being replaced one by one with clones devoid of emotion. Starring Donald Sutherland and Jeff Goldblum.
(Film runtime: 115 min.)

Wednesday, October 8

Site specific dance at Tongva Park

Tongva Park
1615 Ocean Ave
7 p.m.
Tongva After Dark continues its first season of cultural programming with a spectacular new site-specific dance work by noted Los Angeles choreographer Holly Rothschild.

SCBWI Westside Writers Schmooze

Fairview Branch Library
2101 Ocean Park Blvd. 7 p.m.
The Society of Children's Book Writers and Illustrators welcomes all writers willing to share and learn with others who are focused on writing for children.

Mystery Book Group

Montana Avenue Branch Library
1704 Montana Ave. 7 p.m.
Iain Pears novel, An Instance of the Fingerpost, set in England in the 1660s is an ingenious tour de force: an utterly compelling historical mystery that keeps the reader guessing until the very last page.

Sustainability workshop

Main Library
601 Santa Monica Blvd. 7 p.m.
Join this Sustainable Works Workshop and learn how to save money, and positively impact your family, community, and ultimately the planet! Classes take place each Wednesday from Oct. 8 through Nov. 12. Attend one meeting or all six.

Popcorn with Cantinflas

2201 Pico Blvd. 6 p.m.
Celebrate National Hispanic Heritage and Popcorn Poppin' Month with three of Cantinflas' most famous films. All films in Spanish with English subtitles. Programa bilingüe.

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Residocracy

Editor:

As a long-time activist in our School District, I was rather shocked to learn about Residocracy's endorsement in the School Board race for the first time in your article, having heard nothing about it until then. Since there was literally no process whatsoever for evaluating School Board members, no candidate (with the exception perhaps of the one Residocracy apparently has endorsed) was even informed that Residocracy would be making endorsements in the School Board race.

There was no questionnaire, no interview, no forum, no nothing. I became aware of this only after the announcement in your newspaper. Seriously? I would venture to say that many members of Residocracy's so-called "advisory board" know nothing about most of the candidates for School Board, nor for that matter, about the School District itself.

Can you really expect our community to take an organization seriously when it has no process whatsoever, and its endorsement represents, quite literally, a vote by some self-appointed board members (who are not identified on the Residocracy website) with no apparent interest in school issues or in candidates, as the complete lack of process clearly demonstrates?

Your article quotes Armen Melkonians about wanting to take the money out of politics. What Residocracy has actually accomplished is a most hypocritical feat - taking any semblance of democracy out of politics.

Given the farce of Residocracy's endorsement process, I firmly believe that any candidate endorsed by Residocracy ought to question the validity of that endorsement.

They truly are Residocracy.

Michael Dubin
Santa Monica

Monorail

Editor:

Here's a really radical suggestion. I like to call it thinking outside the bus.

Imagine a monorail stretching from Lincoln and Wilshire all the way to LAX. No more buses trapped in the Lincoln "parking lot," no more traffic calming.

There would be an express and a local and unlike buses, which sit in the same traffic as everyone else, a monorail could speed people along.

All those commuters in cars would see it traveling back and forth overhead and maybe, just maybe, start to think 'hey, now that's a good idea. I'll give it a try.'

It's less expensive than any subway or light rail and far more efficient.

And then, once you've imagined that route, imagine a monorail traveling along Wilshire from Santa Monica to either downtown L.A. or the western terminus of the subway.

Gary Gurner
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

Just one choice for City Council

THIS ELECTION, THREE CITY COUNCIL seats are up for grabs. Incumbents Kevin McKeown and Pam O'Connor are running for their fifth and sixth terms respectively. Bob Holbrook is retiring.

A divided Santa Monicans for Renters' Rights (SMRR) opened the doors for a horse race. With SMRR members unable to reach a consensus for endorsements at its convention in August, members of SMRR's Steering Committee finally endorsed McKeown and Planning Commissioners Jennifer Kennedy and Sue Himmelrich. Mayor Pam O'Connor was passed over.

SMRR endorsements are key because, with over seventy percent of the voters being renters, SMRR's mailers pack a punch.

Unite Here union leadership endorsed McKeown and attorney Frank Gruber. It'll be interesting to see how much campaigning the hospitality union does for SMRR's candidates this election when they only have one endorsement in common.

The slow-growth Santa Monica Coalition for a Livable City endorsed Himmelrich, McKeown and Planning Commissioner Richard McKinnon.

Residocracy, the slow growth residents group that successfully stopped the Hines mega-project last spring, polled on-line to come up with its three endorsements. The winners are Recreation and Parks Chair Phil Brock followed by McKeown and Himmelrich.

Most of the city's labor bargaining units, including a number of municipal employee unions, endorsed O'Connor, McKeown, and former City Councilman Michael Feinstein. The Police and Firefighters unions backed McKeown, O'Connor and Gruber.

I'm hearing complaints that (in most cases) the various leaderships decided who their unions should endorse - behind closed doors. The rank and file weren't even polled. This means some union endorsements went to candidates not favored by their own members. Democracy at work?

Checking out the candidates. I like that McKeown communicates with his constituency because most other councilpersons don't, but I'm weary of his incessant social engineering and obsession with more and more housing (development) that doesn't benefit residents and creates traffic and other problems.

I'm bothered by his recent support for a developer's proposal for a 148-foot tall, multi-use building with a hotel and affordable housing on city property at 4th/5th and Arizona where most residents want a maximum 84 foot height.

Sue Himmelrich is an advocate for very low-income housing. When it comes to overly-large developments, I feel she'll be quick to approve them if they have minimal affordable housing components. Problem is, unless we get housing growth under control, we'll never get over-development under control.

Jennifer Kennedy's claim to fame is fifteen years of volunteering for SMRR. She's been well rewarded for her service by her party's cronies with an appointment to planning commission and now, an endorsement for council. None of this qualifies her for a council seat and tells me that she'll just be

another SMRR Steering Committee order-taker on the dais.

McKinnon is unrealistic when it comes to solving traffic and parking issues. He thinks that "embracing new alternative transport" (getting people out of cars, onto bicycles, to walk or ride the bus) will resolve traffic congestion and make streets safer. We need real solutions to problems not wishful thinking and guesswork.

Frank Gruber is pro-development and has rebranded himself as a champion of labor. A recent phone poll conducted by Unite Here revealed that few voters would vote for Gruber and I'll bet that the union leaders are regretting his endorsement. If elected (which seems unlikely), he, like O'Connor, will be a sure vote for lots more development.

O'Connor is 100 percent backed by developers and unions.

My only choice for City Council is Phil Brock. He has no "agenda" and is not indebted to labor unions or other special interests. His approach is from a practical, common sense point of view, not about social engineering or misguided, pie-in-the-sky experiments in Utopian living.

We desperately need an alternative or second voice on council because the only voice we've heard in this town for most of the last 35 years is that of the Renters' Rights party and look where that's got us.

Brock's on record as advocating for a slow and measured growth. Best of all, he's for us and says that "the residents must come first" - not hotel or city employee's unions, City Hall staff, developers, special interests, etc. That's exactly what a councilman should be. Brock has my vote, my only vote.

FLY AWAY, PLEASE

There's been a lot of press about Santa Monica Airport (SMO) and frankly, I'm bored to death with it as are most folks living north of Ocean Park Boulevard.

It's too bad that the inflated rhetoric on the airport has distracted from the real issue this election: development. Some observers say that as long as SMO hijacks the public's attention, pro-development candidates running for council will benefit, thus jeopardizing Santa Monica's future.

The Feds or the courts will determine whether SMO will operate as a general aviation airport - a decision that probably won't be made for decades - if ever. Nevertheless there are two airport-related propositions on the November ballot.

Measure D would require a vote of the people for any major aviation-related changes or restrictions imposed at the airport. This is micro-managing at its worst and deserves a "No" vote.

Measure, LC would prohibit new development on airport land (except for parks or recreational facilities) and requires voter approval on limits to uses and new development. It also affirms City Council's authority to manage SMO including closing all or part of it. This should also be shot down.

If both measures are defeated, the status quo remains which is "OK" for now.

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Your column here

Ann K. Williams

Send comments to editor@smdp.com

League of Women Voters positions

THE LEAGUE OF WOMEN VOTERS OF Santa Monica (the League) has taken positions on all five local ballot measures coming up for a vote on November 4.

The League opposes Measure D and supports Measures LC, H, HH and FS.

Although the League is strictly non-partisan and never supports or opposes individual candidates, our organization is political, and does advocate for or against policies based on principles we have arrived at through study and consensus.

In the case of November's ballot, our organization has a variety of principles that support our decisions, principles the League established years before these measures were envisioned.

Measures D and LC both seek to affect the future of Santa Monica Airport.

THE LEAGUE OPPOSES MEASURE D: AOPA AIRPORT MEASURE.

Aviation interests have qualified Measure D, which would serve their purposes by blocking the City from making decisions about the airport, including the decision to close it, convert any of the land to parkland, or even make changes to make it safer. No lease can be changed, leaded fuel cannot be banned, no flight school closed, nothing can change without a costly city-wide election.

Claims by Measure D proponents that power to close the airport is enhanced by giving it to the people are deceptive. In fact, Measure D was designed to maintain the status quo. If it passes, it would require the City to continue operating the airport in a manner that supports aviation purposes, even after the end of the lease in 2015 until a vote of the people says otherwise.

The League believes in representative government as established in the Constitution. In Santa Monica, that form of government is described in the City Charter. Measure D is the antithesis of what the League would call good government; with regard to the airport land, it would eviscerate our local representative form of government and deliberative process, as well as our existing public planning processes that are open to full public engagement and debate.

THE LEAGUE SUPPORTS MEASURE LC: IT'S OUR LAND - LOCAL AIRPORT CONTROL.

Measure LC, on the other hand, would retain good government practices with regard to the airport property. Measure LC does not limit the City Council's ability to address environmental concerns and adverse impacts of airport operations. Under Measure LC, the City Council would have

the ability to close the airport in 2015, if federal law allows it to.

Measure LC prevents any commercial development of airport land without a vote of the people while allowing usage for parks, open space and recreational usages if the airport is closed. It allows the City to take action to decrease noise and pollution, increase health and safety measures and increase recreational and park usage as land becomes available.

If Measure LC passes, the voters would approve the parameters that would guide development of a specific plan for the airport land, but the City would retain its governmental power as spelled out in the City Charter.

THE LEAGUE SUPPORTS MEASURE H: REAL PROPERTY TRANSFER TAX.

Measure H provides locally controlled funding to maintain and protect the quality of life Santa Monica residents deserve and expect. Measure H will enable Santa Monica to continue funding vital programs like affordable housing. Sacramento has recently taken away a dedicated funding stream (redevelopment funds) that this measure would replace. The League supports providing affordable housing throughout the city that address the needs of the elderly, the disabled, families with children, couples without children and singles.

THE LEAGUE SUPPORTS MEASURE HH: ADVISORY VOTE.

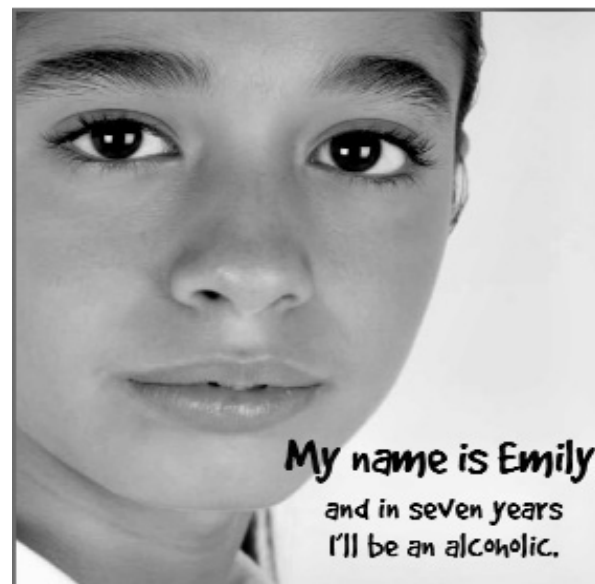
Measure HH tells the City Council that revenues from Measure HH should be used to repair, renovate and construct affordable housing to preserve Santa Monica's quality of life. This will protect our neighborhoods and help keep seniors, disabled persons and families in their homes.

THE LEAGUE SUPPORTS MEASURE FS: RENT CONTROL FEE REGULATION.

Measure FS is a City Charter Amendment to further regulate rent control fees, allowing a 50% split between landlord and tenant payments, and capping the total fee at \$288. The League supports the principle that landlords and tenants share the cost of administering rent control.

The League of Women Voters of Santa Monica encourages every qualified voter to learn about the issues and candidates on this year's ballot and to participate in this year's election. Remember, every vote counts!

ANN K. WILLIAMS is President of the League of Women Voters of Santa Monica.



Kids who drink before age 15 are 5 times more likely to have alcohol problems when they're adults.

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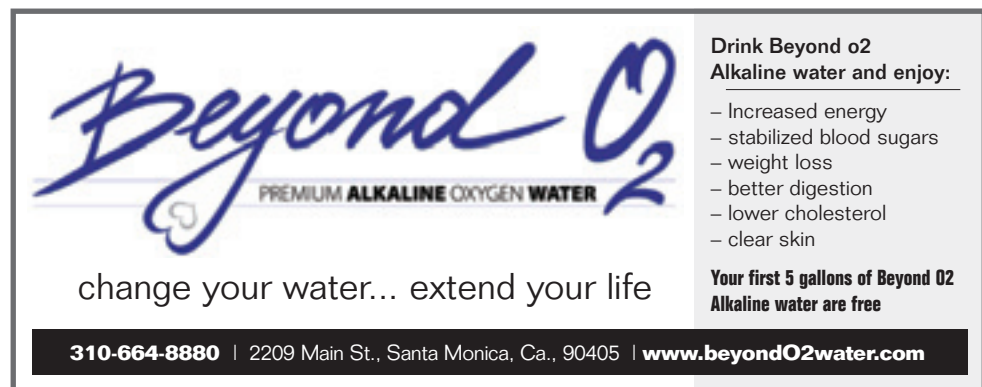
My name is Emily, and in seven years I'll be an alcoholic.

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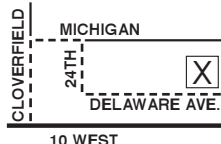
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Earth Talk

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Paraben problems

Dear EarthTalk

A friend of mine recently stopped using skin and beauty products with parabens in them. What are parabens and should we all be avoiding them?

Betsy Johnson

Port Chester, NY

FIRST COMMERCIALIZED IN THE 1950S,

parabens are a group of synthetic compounds commonly used as preservatives in a wide range of health, beauty and personal care products. If the product you are using contains methylparaben, ethylparaben, propylparaben, butylparaben and isobutylparaben, it has parabens.

These ingredients are added to deodorants, toothpastes, shampoos, conditioners, body lotions and makeup, among other products, to stop the growth of fungus, bacteria and other potentially damaging microbes. Researchers have also found that some 90 percent of typical grocery items contain measurable amounts of parabens, which is why even those who steer clear of potentially harmful personal care products also carry parabens around in their bloodstreams.

What worries public health advocates is that while individual products may contain limited amounts of parabens within safe limits set by the U.S. Food & Drug Administration (FDA), cumulative exposure to the chemicals from several different products could be overloading our bodies and contributing to a wide range of health problems. "Of greatest concern is that parabens are known to disrupt hormone function, an effect that is linked to increased risk of breast cancer and reproductive toxicity," reports the non-profit Campaign for Safe Cosmetics (CSC). "Parabens mimic estrogen by binding to estrogen receptors on cells." Research has shown that the perceived influx of estrogen beyond normal levels can in some cases trigger reactions such as increasing breast cell division and the growth of tumors.

CSC cites a 2004 British study that detect-

ed traces of five parabens in the breast tumors of 19 out of 20 women studied. "This small study does not prove a causal relationship between parabens and breast cancer, but it is important because it detected the presence of intact parabens-unaltered by the body's metabolism-which is an indication of the chemical's ability to penetrate skin and remain in breast tissue." According to the group, a more recent study found higher levels of one paraben, n-propylparaben, in the axilla quadrant of the breast where the highest proportion of breast tumors is found. CSC reports that parabens have also been linked to reproductive, immunological, neurological and skin irritation problems.

Health advocates are pressuring the FDA to ban parabens in products sold in the U.S.-like the European Union did in 2012-but concerned consumers must take matters into their own hands for now by reading product labels and avoiding products with parabens.

"Many natural and organic cosmetics manufacturers have found effective alternatives to parabens to prevent microbial growth in personal care products," reports CSC. "Some companies have created preservative-free products that have shorter shelf lives than conventional products (six months to a year), but if used daily are likely to be used up before they expire." Readers can check out Breast Cancer Action's list of over 100 cosmetics and personal care product makers committed to avoiding parabens in their products. Also, see if your favorite products contain parabens or other risky ingredients via Environmental Working Group's free online "Skin Deep" database.

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FACES FROM PAGE 1

E: Tell me about CARD.com.

B: CARD.com is a personalized, mobile alternative to brand banks. We offer FDIC-insured checking accounts with personalized Visa debit cards that feature the world's best brands. Instead of banking with Wells Fargo or Chase, you could bank with Sesame Street or The Walking Dead.

E: How is CARD.com changing the world?

B: Banking is very expensive for the average person. People without high balances in their bank account pay monthly fees and people without high balances occasionally bounce checks and bounce check fees and NSF fees are very expensive. So CARD.com built a fair and transparent alternative to brand banks that allows you to use a network of free ATMs nationally and has a cost structure that's software based. We're able to cut a lot of the cost of a brick and mortar bank without skimping on the utility.

E: What made you choose Santa Monica?

B: I've lived in LA for over 10 years and lived in Santa Monica for over four years. I want my daughters to go to Roosevelt Elementary and onwards through the public

school system here. It's a great community to raise a family.

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

B: Silicon Beach is a total improvement to the Los Angeles startup community. 10 years ago when I started my first company, it was hard to find other entrepreneurs in Los Angeles. There's so many in such a small area now and it allows for a cross-pollination of ideas, identification of the best talent, and creates a support network that's necessary to build and scale a company.

E: Do you have one piece of advice for an entrepreneur starting their own business?

B: I've never seen a startup fail because of too much focus; stay focused.

E: What's something you'd like to share with the local Santa Monica community?

B: If there's anyone that works with a national cause or well known brand, we would love to work with those brands to help them let their fans express their passion, as well as, allow them to earn money for their cause or brand.



KATZ

VALUE FROM PAGE 1

"The study indicated that, contrary to conventional wisdom, the Santa Monica Airport's contribution to the regional economy was far smaller than had been imagined as was the case with the city itself," Gould said. "In fact, I believe the Principal Consultant Paul Silvern likened the tax and employment impact of Santa Monica Airport to a medium-sized strip mall."

The airport is actually a loss for City Hall's budget, he said.

"Until last year the airport was never able to cover its operating and capital costs and therefore amassed a \$13 million debt to the General Fund," Gould said, "which thanks to the increased landing fees that you approved last year, we were able to improve a half-million of that debt. We hope to bite that down over time."

Thursday's report summarizes the findings of the 2011 study, which has not been updated since.

HR&A's analysis looked at the airport campus as a whole, which includes aviation and non-aviation businesses on aviation and non-aviation land.

"Primarily, this work established a baseline of economic data for the entire Airport by providing an estimate of the contribution that the Airport makes to the City's economy," the report said. "Because this model does not segregate the impacts of aviation

and non-aviation businesses, it is difficult to quantify the total economic impact from each sector."

The airport directly creates 894 jobs, according to HR&A's estimate, with 61 percent of them located on airport land. Of those, 178 jobs are directly related to "transport by air."

The study estimates that another 593 jobs are created indirectly by the airport's economy.

This results in an estimate of 1,487 total jobs in the city's economy from all operations at SMO, according to the report.

"These are not only aviation related jobs, as jobs in other industry sectors may be directly related to aviation activity," the report said.

The airport campus generates \$187.5 million directly, with \$54 million of that coming from "transport by air." Legal services generates \$24 million. Motion picture and video industries generate \$22 million.

Another \$87.7 million in output is generated indirectly. This, combined with the direct output, gives you that \$275.2 million.

"However," City Hall's report said, "the measured economic activity can not be said to be a direct result of aviation use of the Airport. It is impossible to measure the jobs directly related to aviation activity."

This point is driven home in the conclusion of the report:

"It is also inaccurate to conclude that all 1,487 jobs and \$275.2 million in economic output are related to aviation use."

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TRAFFIC

FROM PAGE 1

view of conditions and need to be contextualized," SMPD spokesperson Rudy Camarena told the Daily Press. "Minor, non-injury collisions, lacking criminal intent, aren't typically captured in police reports."

There were 1,541 total traffic collisions last year, according to SMPD data, down from 1,775 in 2012. Previously, the fewest number of traffic collisions were reported in 2011: 1,692. There were 2,073 in 1996.

"The causes of collisions remain fairly consistent with right of way violations, speeding and unsafe/illegal turns and driving under the influence being the most prevalent," Camarena said.

Injuries related to collisions increased slightly, from 592 in 2012 to 599 last year. The fewest number of injuries were reported in 2003 (426) and the most in 2010 (620).

The Daily Press asked SMPD how traffic congestion - which (as you may have heard) is bad in Santa Monica - impacts traffic accidents given there are more cars on the road but they are traveling at slower speeds.

"Studies have shown that reducing vehicle speeds have been linked to a decline in vehicle vs. pedestrian accidents," Camarena said, "but alternatively linked to an increase in accidents due to driver's frustration and abrupt and aggressive maneuvering that oftentimes leads to unsafe and hazardous driving."

Pedestrian-involved collisions were down to 113 in 2013 from 132 in 2012. In 2003 there were 97 pedestrian-related accidents reported and in 1997 there were 42.

There were three traffic-related fatalities

reported in 2013, including one involving a pedestrian. There were six driving deaths in each of 2011 and 2012. In 2004 there were none and in 1995 there were 11.

There were 552 hit and run accidents in 2013, down from 592 the year prior. It was the lowest recorded number of hit and run accidents in the city since 2007 when there were 515. There were 24 pedestrians struck by hit and run drivers in 2013.

Alcohol was the primary factor in 89 accidents in 2013, the most since 2007, when there were 98.

This, Camarena said "in part can be attributed to the Department's emphasis in providing Officers with advanced training in Standardized Field Sobriety Tests (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert Training (DRE). Officers are availed of better tools and techniques in the identification of impaired drivers at the scene of reported collisions."

SMPD takes a proactive approach to reducing incidents, Camarena said.

"Under the direction of the California Office of Traffic Safety SMPD's Traffic Unit develops and implement safety and collision reduction strategies," he said. "The Selective Traffic Enforcement Program (STEP) is one of those strategies and consists of proven, best practices such as public education and awareness campaigns in support of targeted enforcement. Additionally the Traffic Unit engages in weekly Problem Safety Solving Team meetings to address citywide traffic concerns based on current collision data and optimal allocation of resources."

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FREE BREAKFAST

Matthew Hall matt@smdp.com

The Santa Monica Fire Department hosted a free pancake breakfast on Oct. 4 to celebrate the department's 125th anniversary. Residents of all ages were invited to attend the event, held at the Main Library, for a free breakfast and family friendly activities. In addition to the opportunity to get up close and personal with fire department equipment, attendees could learn hands-only CPR, see a fire extinguisher demonstration and also visit the Warrior's of Flame exhibit for free at the Santa Monica museum. For more information about SMFD, visit them online at <http://santamonicafire.org>, www.facebook.com/santamonicafd or twitter.com/santamonicafd.

KNOW BEFORE YOU GO

Expo Light Rail Line

For the week of October 6, please note the following activities:

5th Street Between I-10 Freeway and Colorado - Southbound street closures during daytime hours. Local access via northbound 5th and u-turn per detour.

14th Street and Colorado Ave: Scheduled signal outages from Monday to Wednesday. Closures on E/B and W/B directions from Monday to Friday. Colorado Avenue between 5th & 19th

Streets - Expect westbound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between 6th and 18th Street will have limited access at Colorado. Closure of Eastbound Colorado between 11th Street and 14th Street scheduled from Monday to Friday.

20th Street between Colorado Ave. and Olympic Blvd.- Northbound and southbound lane closures during daytime hours. 26th Street between Olympic Blvd. and Cloverfield Ave. - Construction scheduled

during daytime hours. Lane closures, traffic to be maintained.

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

Stewart St. b/w Olympic Blvd. and Exposition Blvd.- Northbound and southbound outside lane closures during daytime hours, traffic will be maintained.

Olympic Blvd. between 20th St. and Stewart St. - Eastbound and westbound lane closures between 9 a.m. and 3 p.m.



'Alien: Isolation' game an homage to original film

DERRIK J. LANG

AP Entertainment Writer

LOS ANGELES By the end of the original "Alien" film, warrant officer Ellen Ripley had been attacked by an android, stalked by an extraterrestrial and stranded in space. That's just the beginning of the interstellar mayhem that awaits Ripley's daughter in "Alien: Isolation," a video game out Tuesday that aims to pay interactive tribute to filmmaker Ridley Scott's seminal 1979 sci-fi horror movie.

Other than a brief flashback, the game casts players strictly as Amanda Ripley, who was mentioned in a scene from the 1986 sequel "Aliens." In "Isolation," Amanda is a matter-of-fact engineer solely focused on tracking down the flight recorder from her long-gone mama's ship 15 years after it disappeared.

"For us, there was really only one choice," said the game's creative lead Alistair Hope of the protagonist. "The fact that Ellen Ripley had this daughter and that story hadn't really been told was an amazing opportunity. We wanted to take this character who had never been at the forefront and put her in the spotlight."

The game, from British developer Creative Assembly, mostly takes place on the recently decommissioned Sevastopol, a sprawling space station much larger than the original film's setting, the space ship Nostromo. The hub's enclaves, including a medical facility and a multi-level mall, maintain the retro-futuristic aesthetic of "Alien" - right down to bulky computers that whir to life when they're turned on.

Unlike previous games based on the "Alien" franchise, where alien xenomorphs and facehuggers served as cannon fodder, "Isolation" is strictly a moody first-person

tale of survival. If an alien spots Amanda as she maneuvers throughout the space station, there's little she can do to survive an attack. Instead, Amanda must create distractions with gadgets and sneak around.

Sigourney Weaver, who played Ellen Ripley in four "Alien" films, not only gave her blessing to the "Isolation" creators, but also her likeness and voice, a first for a game based on the 20th Century Fox series. She reprises her role as Ripley in bonus levels that allow players to portray Nostromo crew members as they explore the doomed ship and attempt to lure the menacing alien into space.

"I'm always astonished by the depth of feeling people have for these movies," said Weaver. "It's wonderful. I'm not always aware of it, but I'm always touched by it. The idea that they would take this tangent idea, run with it and make an interactive game of it, I thought that's cool because it's breaking new ground, not going over the same old conventions."

While the extraterrestrial species in "Alien" has gone on to wreak havoc in other movies and mediums, Weaver acknowledged the original saga didn't satisfactorily conclude with 1997's "Alien Resurrection," the fourth film that ended with Ripley's clone arriving on Earth. (The original Ripley scarified herself in 1992's "Aliens 3.") Weaver is game for another extraterrestrial encounter.

"Ultimately, we never really finished the story," she said while promoting the 35th anniversary release of the original film on Blu-ray. "That was partially my choice. I really didn't want to go to Earth and have the alien pop out of a haystack. I feel that the story belongs in outer space where no one should be, but it's been an amazing role to get to come back to every few years."

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Fri., 10/10 - QurEcology	Tues., 10/14 - New Chapter
Sat., 10/11 - Pacific Health Science	

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Saturday, 10/22 - Selecting the right supplement - Steven Litvak & George Nagasaka
Wednesday, 10/22 - Essential Oils - John Steele

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Surf Forecasts

Water Temp: 69.8°

MONDAY – FAIR – SURF: 3-4 ft waist to shoulder high
Primary/slow easing SW swell; Minimal NW swell; Most beachbreaks are rather walled, best shape overall for summer reefs/points

TUESDAY – FAIR – SURF: 2-3 ft thigh to chest high
Primary/slow easing SW swell; Minimal NW swell;
Best shape overall for summer reefs/points

WEDNESDAY – POOR TO FAIR – SURF: 2-3 ft knee to waist high
Small mix of slow easing SW swell and some NW swell

THURSDAY – POOR TO FAIR – SURF: 2-3 ft knee to waist high
Small mix of SW swell and NW swell

BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of September 25, 2014

HEAL THE BAY - 1444 9th Street, Santa Monica, CA 90401 - beachreportcard.org - brc@healthebay.org - 800 HEAL BAY

QUICK STATS

Number of sewage spills -- 0
Number of beach closures due to a sewage spill -- 0
Number of wet days -- 0
Number of A grades for dry/wet weather -- 43 / 10
Number of (C,B,F) grades for dry/wet weather -- 2 / 1

The Beach Report Card is made possible by:

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

LOCATION	DRY	WET	LOCATION	DRY	WET
Las Camille Beach, at Arroyo Sequit Creek mouth.	A+	100	Will Rogers State Beach at Bel Air Bay Club drain near fence.	A	100
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	100	Will Rogers State Beach at Palga Canyon storm drain.	A+	100
El Pescador State Beach, between Luchessa and Los Alisos creeks.			Will Rogers State Beach at Temescal Canyon drain.	A+	100
Escalante Canyon at El Matador State Beach.	A+	100	Will Rogers State Beach at Santa Monica Canyon drain (Chantreque).	A+	100
Broad Beach at Trancoso Creek mouth.	A+	100	Santa Monica Beach at Montana Ave. drain.	A	100
Zuma Beach at Zuma Creek mouth.	A+	100	Santa Monica Beach at Wilshire Blvd. drain.	A+	100
Walnut Creek, projection of Wilshire Rd. (private).	A+	100	Santa Monica Municipal Pier.	A	100
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	100	Santa Monica Beach at Pico/Venice storm drain.	A	100
Escalante Creek, just east of Escalante State Beach.	A+	100	Santa Monica Beach at Strand St. (in front of the restaurants).	A	100
Ledger Canyon Creek mouth.	A	100	Ocean Park Beach at Ashland Ave. drain.	A+	100
Solstice Canyon at San Becker County Beach.	A	100	Venice City Beach, at the Rose Ave. storm drain.	A+	100
Puerto State Beach at creek mouth.	A+	100	Venice Beach at Brooks Ave. drain.	A	100
Marin Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	A+	100	Venice Beach at Windward Ave. drain.	A	100
Serfider Beach at Malibu Colony fence.	A+	100	Venice Fishing Pier - 50 yards south.	A+	100
Serfider Beach (beach location) - daily.	A+	100	Venice Beach- projection of Topical St.	A+	100
Malibu Pier - 50 yards east.	A	100	Marina del Rey, Mothers' Beach- Vanguard tower.	D	100
Carbon Beach at Sweetwater Canyon.	A+	100	Dockweiler State Beach at Ballena Creek mouth.	C	F
Las Flores State Beach at Las Flores Creek (point north).	A+	100	Dockweiler State Beach at Calver Blvd. drain.	A+	100
Big Rock Beach at 19948 PCH stairs.	A+	100	North Westchester Storm Drain at Dockweiler State Beach.	A+	100
Pena Creek at Los Tunes County Beach.	A+	100	Dockweiler State Beach at World Way (south of DWR jetty).	A+	100
Tuna Canyon.	100	100	Dockweiler State Beach at Imperial Hwy drain.	A+	100
Topanga State Beach at creek mouth.	A+	100	Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	100
Carderock Storm Drain at Castle Rock Beach.	100	100	Dockweiler State Beach at Grand Ave. drain.	A+	100
Santa Ynez Storm Drain at Castle Rock Beach.	A+	100			
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	100			

LEGEND

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

Heal the Bay is a nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use science, education, community action and advocacy to pursue our mission.

Heal the Bay

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

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

KBUG

FROM PAGE 10

For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Bus Stop Improvement Project (BSIP)

For the week of October 6, citywide installation of new bus shelters will continue. Construction will involve intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:

BUNDY
3171 Bundy Blvd. - SMC Bundy campus parking lot
LINCOLN
2602 Lincoln Blvd. btw Ocean Park Blvd. and Oak St. (West side Lincoln)
OCEAN PARK
814 Ocean Park Blvd. btw Lincoln Blvd. and 11th St. (South side Ocean Park)
1703 Ocean Park Blvd. btw 17th St. and 18th St. (North side Ocean Park)
3200 Ocean Park Blvd. btw Centinela Blvd. and 31st St. (South side Ocean Park)
PICO
711 Pico Blvd. btw 7th St. and Lincoln Blvd. (North side Pico)
2725 Pico Blvd. btw Cloverfield Blvd. and Stewart St. (North side Pico)
2350 Pico Blvd. btw Cloverfield Blvd. and 24th St. (South side Pico)
2922 Pico Blvd. btw 29th St. and 30th St. (South side Pico)
SANTA MONICA
1020 Santa Monica Blvd. btw 10th St. and 11th St. (South side Santa Monica)
WILSHIRE
1401 Wilshire Blvd. btw 14th St. and 15th St. (North side Wilshire)
20TH STREET
2100 20th Street btw Pico Blvd. and Pearl St. (West side 20th Street)
Traffic control measures will be employed in all work zones. Use alternate routes whenever possible. For all bus boarding information, please visit www.bigbluebus.com/bsip or call (310) 451-5444. For construction information, please contact Alex Parry, Project Manager at (310) 458-8981

Annual Tree Trimming

For the week of October 6, the City's annual tree pruning program will take place on 4th Street - Wilshire to Colorado, 2nd St. - Wilshire to Colorado, Ocean Ave. - Wilshire to Pico Blvd. For further information, please contact Matthew Wells, Urban Forester at (310) 458-8974.

Annual Paving & Sidewalk Repair Project

For the week of October 6, Paving and

striping will be occurring at the following locations: 21st Street - from Montana to Washington, 14th Street - from Washington to Wilshire, Idaho Ave. - from 15th to 19th, Alta Ave. - from 15th to 18th, 15th Street - from Marguerita to Montana, 16th Street - from San Vicente to Marguerita, and Airport Ave. - from 23rd Street to Donald Douglas. Partial roadway closures are expected. Temporary Traffic Control signs and barricades will be deployed to guide vehicular and pedestrian traffic in and around the work areas. Construction Time for Annual Paving: 8 a.m. - 6 p.m. Monday - Friday, 9 a.m. - 5 p.m. Saturday (if approved). For more information on both projects, please contact Hany Demitri, Civil Engineer, and (310) 458-8721 ext. 5385.

Water Main Replacement Project

For the week of October 6, the contractor will begin installing water main pipe on Colorado Avenue between 4th Street and Ocean Avenue (M-F 8 a.m. to 6 p.m.) and on Olympic Blvd between Stewart St. and 26th Street (Night Work - 8 p.m. to 6 a.m.). For more information, please contact Eric Schoenen, CM/Inspector at (424) 625-3445 or City's contact: Carlos Rosales, PM at (310) 458-8721, x2620

Private Development

Southern California Edison (SCE)- Four Underground Structure replacements are taking place on Montana Ave at 11th Ct, 15th Ct, 16th Ct and 17th Ct. Work is ongoing work Monday-Friday through 11/30/2014 (8 a.m. - 4 p.m.). For electrical emergencies, please call 800-611-1911. Southern California Edison (SCE) - Underground Electrical Vault Replacement
For the week of October 6, there will possible be an intermittent lane closure on the south side of Broadway between 2nd St. and 3rd Street Promenade during the hours of 9a.m. to 4pm M-F. Please use alternate routes whenever possible. For more information, please contact Chris Navarre, Project Superintendent at (562) 233-6880 for a 24hr response.

Santa Monica Place Theatre - There will be lane closures on 4th St and Colorado Ave. Santa Monica-Malibu USD - Lincoln Middle School. 14th street between California and Washington will have fencing installed in the northbound lane. The center turning lane will be used by northbound traffic. The Southbound lane will remain open. Santa Monica-Malibu USD - Santa Monica High School. 7th Court between Olympic Drive and Michigan Ave will be closed for ongoing Construction Work through November 17. For more information, please contact Gary Bolin at 310-399-5865 ext.79-394
For more information, visit KBUG or our Facebook page SMConstructs at www.facebook.com/SMConstructs or www.smgov.net/departments/public-works/civeng_kbug.aspx.

Jennifer Medina

Notary Public

Email: jenny@smdp.com

(310) 458-7737 ext. 305

Commission Number: 2055073

Santa Monica Daily Press

MOVIE TIMES

<p>Aero Theatre 1328 Montana Ave. (310) 260-1528</p> <p>No movie</p>	<p>Left Behind 1:52 (PG-13) 1:40 p.m., 4:20 p.m., 7:10 p.m., 9:50 p.m.</p> <p>The Skeleton Twins 1:33 (R) 5:15 p.m., 7:35 p.m., 10 p.m.</p> <p>A Walk Among the Tombstones 1:54 (R) 1:30 p.m., 7:05 p.m.</p>	<p>The Boxtrolls 1:37 (PG) 11 a.m., 4:15 p.m., 9:20 p.m.</p> <p>The Equalizer 2:12 (R) 11:25 a.m., 1:35 p.m., 4:40 p.m., 7:40 p.m., 10:45 p.m.</p> <p>Gone Girl 2:29 (R) 11:05 a.m., 11:50 p.m., 2:20 p.m., 3:15 p.m., 5:35 p.m., 6:35 p.m., 9 p.m., 10 p.m.</p>
<p>AMC Loews Broadway 4 1441 Third Street Promenade (310) 458-3924</p> <p>The Equalizer 2:12 (R) 2 p.m., 3:45 p.m., 6:45 p.m., 9:45 p.m.</p> <p>Guardians of the Galaxy 2:01 (PG-13) 4:15 p.m., 9:50 p.m.</p> <p>Hector and the Search for Happiness 1:54 (R) 1 p.m.</p>	<p>AMC 7 Santa Monica 1310 Third St. (310) 451-9440</p> <p>Annabelle 1:39 (R) 11:15 a.m., 2:30 p.m., 5:25 p.m., 8 p.m., 10:40 p.m.</p> <p>The Boxtrolls 1:37 (PG) 3D 1:45 p.m., 6:45 p.m.</p>	<p>The Maze Runner 1:53 (PG-13) 11:10 a.m., 1:45 p.m., 4:30 p.m., 7:30 p.m., 10:20 p.m.</p> <p>This is Where I Leave You 1:43 (R) 11 a.m., 1:30 p.m., 4 p.m., 7 p.m., 9:40 p.m.</p>

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

PAY THE BILLS, AQUARIUS

ARIES (March 21-April 19)
★★★ You might express a volatile quality unintentionally. You are quite capable of doing the unexpected, or even leading a mini-revolution! You'll work with the awkwardness of various situations, even if you're unsure which side of the fence you're on. Tonight: Settle in.

TAURUS (April 20-May 20)
★★★ You might want to kick back and consider what would be best. A sudden insight on top of a sense of incompleteness is likely to hold you back. A friend could be overly assertive. As a result, you probably will decide to back off. Tonight: Let off some steam.

GEMINI (May 21-June 20)
★★★ Others seem to be difficult, and no matter which way you choose to go, you'll notice that there is a transformation afoot. Laughter surrounds a personal matter. Try to be less social and more academic. Tonight: Choose a favorite form of relaxation.

CANCER (June 21-July 22)
★★★★ Detach, but don't be surprised if you still are pulled into various situations. Look at the major issues, and remain understanding to those who do not have your ability to take in the big picture. Tonight: Put on a great piece of music.

LEO (July 23-Aug. 22)
★★★ Someone knows how to lure you into accepting the wisdom of his or her ways. You will have to decide whether you're willing to be pulled in. Nevertheless, you might enjoy the excitement of seeing life through someone else's eyes. Tonight: Go along with a suggestion.

VIRGO (Aug. 23-Sept. 22)
★★★★ Others continue to dominate the scene. You like that they assume this role, and as a result, you can have a very powerful discussion that you have postponed. Guard against harboring any anger that really has nothing to do with the here and now. Tonight: Decide not to be alone.

LIBRA (Sept. 23-Oct. 22)
★★★ Pace yourself, as you'll have a lot to do. Someone close to you could create some uproar. The timing of this will be what throws you off. Shrug off the situation, as you cannot change this person. Tonight: Off to the gym.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You'll be emotionally invested in a situation that involves a new friend. Being in denial certainly won't help. Open up and see the effect that this person has on you. Tonight: Observe, but be present.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You might want to do something very differently, yet you can't seem to change courses at the moment. Know that you'll be able to head in your chosen direction given some time. A domestic matter or an issue involving real estate could be in your thoughts. Tonight: Make it easy.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ You could be more in touch with an emotional matter involving a friend and/or a goal. Relax, and you'll find that you will be on top of the problem very soon. Be careful with any anger you have, as you no longer can sit on it. Tonight: Visit with a loved one.

AQUARIUS (Jan. 20-Feb. 18)
★★★ You might want to handle a personal matter in a different way. You could discover that a friend is pushing your buttons because he or she wants to make an implicit demand. Use caution with your feelings. Tonight: Pay the bills.

PISCES (Feb. 19-March 20)
★★★★ You'll smile, but somehow you could irritate a key person in your life. This person might be a bit jealous, or perhaps the issue has nothing to do with you. Try to be polite, and understand that you might not know this individual completely. Tonight: Whatever makes you happy.

Monday, October 6, 2014

This year you commit to a strong exercise program that works for you. Often you could experience a buildup of feelings that nearly seems to take control of you. Through mediation or exercise, you will experience a little more stability. Root out the causes of these feelings, especially anger. If you are single, someone will arrive on the scene, but the implications of the tie might make you uncomfortable. If you are attached, the two of you enjoy your friends and spend a lot of time with them. A conscious decision you make as a couple proves to be beneficial. PISCES often seems so emotional that you might want to back off.

INTERESTED IN YOUR DAILY FORECAST?

Check out the HOROSCOPES above!

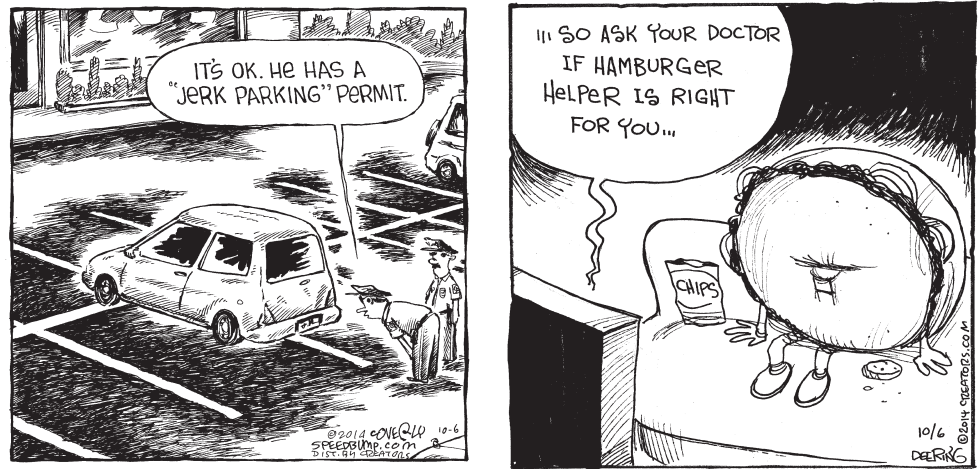
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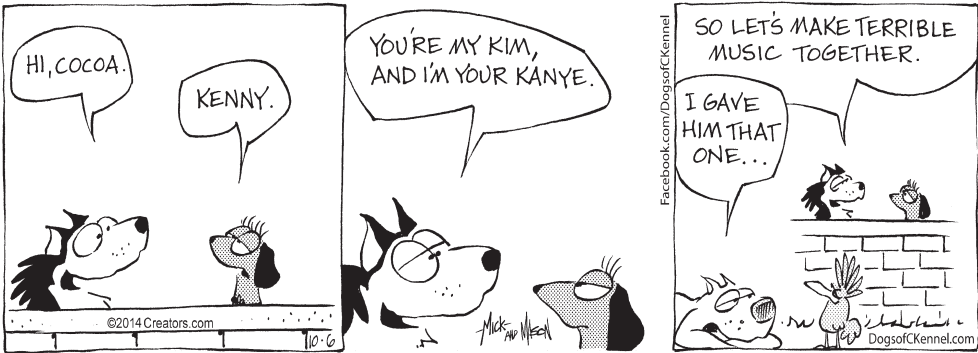
office (310) 458-7737

Speed Bump By Dave Coverly

Strange Brew By John Deering



Dogs of C-Kennel By Mick and Mason Mastroianni



Garfield By Jim Davis



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



Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle. The difficulty level ranges from ★ (easiest) to ★★★★★ (hardest).

Difficulty Level ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

DAILY POLICE LOG

The Santa Monica Police Department responded to 362 calls for service on Oct. 3

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

- Traffic accident on the 1800 block of Wilshire Blvd. at 12:10 a.m.
- Grand theft on the 1600 block of Santa Monica Blvd at 12:16 a.m.
- Grand theft on the 1600 block of Santa Monica Blvd. at 12:24 a.m.
- Trespassing on the 1600 block of Ocean Ave. at 12:54 a.m.
- Drunk driving at Main and Bay at 2:09 a.m.
- Petty theft on the 2600 block of Kansas Ave. at 3:05 a.m.
- Fight on the 2800 block of Lincoln Blvd at 7:06 a.m.
- Trespassing on the 2200 block of Lincoln Blvd. at 7:12 a.m.
- Fight on the 200 block of Ocean Front Walk at 7:49 a.m.
- Burglary attempt on the 1300 block of 14th St. at 8:03 p.m.
- Traffic accident on the 1100 block of PCH at 9:02 a.m.
- Traffic accident at 14th and Michigan at 9:21 a.m.
- Prostitution on the 1000 block of Pacific St. at 10:12 a.m.
- Prowler on the 2800 block of Airport Ave. at 10:30 a.m.
- Vandalism on the 1500 block of Colorado Ave. at 10:54 a.m.
- Bike theft on the 2000 block of Santa Monica Blvd. at 11:06 a.m.
- Battery at 4th and Wilshire at 11:38 a.m.
- Fraud on the 1000 block of 11th St. at 11:51 a.m.
- Burglary on the 2400 block of Ocean Park Blvd. at 11:54 a.m.
- Petty theft on the 200 block of Santa Monica Blvd. at 12:19 p.m.
- Child abuse on the 2500 block of 6th St. at 1:39 p.m.
- Hit and run at 5th and Santa Monica Blvd. at 1:42 p.m.
- Petty theft on the 200 block of Santa Monica Pier at 1:53 p.m.
- Overdose on the 500 block of Ocean Ave. at 1:58 p.m.
- Petty theft on the 700 block of Ashland Ave. at 3:09 p.m.
- Auto burglary on the 800 block of PCH at 3:57 p.m.
- Theft of recyclables on the 300 block of 22nd St. at 3:56 p.m.
- Trespassing on the 2500 block of Santa Monica Blvd. at 3:57 p.m.
- Vandalism on the 1400 block of Euclid St. at 4:09 p.m.
- Auto burglary on the 1700 block of Appian Way at 4:13 p.m.
- Battery on the 2300 block of 14th St. at 4:50 p.m.
- Petty theft on the 2900 block of Urban Ave. at 4:56 p.m.
- Handicap zone violation on the 1300 block of 4th St. at 5:27 p.m.
- Trespassing on the 800 block of Grant St. at 5:45 p.m.
- Petty theft on the 1600 block of Ocean Park Blvd. at 7:29 p.m.
- Petty theft at 3rd St. and Wilshire at 7:41 p.m.
- Petty theft on the 1300 block of 23rd and 9:06 p.m.



MYSTERY PHOTO

Matthew Hall matt@smdp.com

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

CROSSWORD

By THOMAS JOSEPH

ACROSS

- 1 “The Grapes of Wrath” family name
- 5 Yale students
- 9 Large-scale dismissal
- 10 Like some note cards
- 12 Tatum of “Paper Moon”
- 13 Arabian city
- 14 Hip locale
- 16 Louvre fill
- 17 Convenience
- 18 Eye part
- 21 Take to court
- 22 Most rational
- 23 Stood stunned
- 24 17-syllable poems
- 26 Restful resort
- 29 Throat mass
- 30 Wild guess
- 31 Noah’s boat
- 32 Blood line
- 34 Auto mishap
- 37 Roof overhangs
- 38 Seoul setting
- 39 Makes smooth

40 Risqué

41 Auto ding

DOWN

- 1 Alaska’s capital
- 2 Threat ending
- 3 Spiny plant
- 4 Sandwich shop
- 5 Shade tree
- 6 Whopper
- 7 Cuzco builders
- 8 Classified
- 9 Vatican leaders
- 11 Raw numbers
- 15 Shoulder blade
- 19 Folding money

B	L	O	T			M	A	I	D	S
L	I	M	I	T		O	C	T	E	T
O	N	E	N	O		P	E	S	T	O
G	E	L		L	A	S		Y	E	N
S	N	E	A	K	S		N	O	S	E
	S	T	R	I	K	E	O	U	T	
			R	E	E	S	E			
	G	R	A	N	D	S	L	A	M	
T	R	O	Y		T	E	S	T	E	D
R	O	T		T	O	N		E	A	U
A	W	A	R	E			C	R	A	N
P	U	T	O	N			E	A	S	E
S	P	E	N	T			H	E	R	S

Saturday’s answer

20 Warning color

22 Fermented rice drink

23 USO audience

24 Scary genre

25 Turkey’s capital

26 Director Spielberg

27 Mom or dad

28 Deep chasm

29 Bulletin board item

30 Barrel piece

33 Clarinet part

35 Min. part

36 Cow chow

THOMAS CROSSWORD BOOKS 1 AND 2! Send \$4.75 (check/m.o.) for each book to P.O. Box 536475, Orlando, FL 32853-6475

	1	2	3	4		5	6	7	8	
9						10				11
12						13				
14					15			16		
17					18	19	20			
21				22						
			23							
	24	25					26	27	28	
29						30				
31					32	33				
34			35	36		37				
38						39				
	40					41				



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NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Most victims seemed baffled or only modestly distressed by the obsession of Sherwin Shayegan, 27 (with one describing him as “completely harmless”). Shayegan’s perversion is that, from time to time (allegedly dating to at least 2006), he befriends high-school male athletes, questions them in the locker room as a reporter would, and then, after distracting them with the inquiries, jumps on the athletes’ backs and demands piggyback rides. No other overtures are made, and no injuries have been reported, and the principal complaint about Shayegan is his obnoxiousness. His latest arrest took place in May (2010) in Tualatin, Oregon, near earlier incidents in Washington state.

■ Thanks This Week to the News of the Weird Senior Advisors (Jenny T. Beatty, Paul Di Filippo, Ginger Katz, Joe Littrell, Matt Mirapaul, Paul Music, Karl Olson, and Jim Sweeney) and Board of Editorial Advisors (Tom Barker, Paul Blumstein, Harry Farkas, Sam Gaines, Herb Jue, Emory Kimbrough, Scott Langill, Bob McCabe, Steve Miller, Christopher Nalty, Mark Neunder, Sandy Pearlman, Bob Pert, Larry Ellis Reed, Peter Smagorinsky, Rob Snyder, Stephen Taylor, Bruce Townley, and Jerry Whittle).

TODAY IN HISTORY

1976 - New Premier Hua Guofeng orders the arrest of the Gang of Four and associates and ends the Cultural Revolution in the People’s Republic of China.

1976 - Massacre of students gathering at Thammasat University in Bangkok, Thailand, to protest the return of ex-dictator Thanom, by a coalition of right-wing paramilitary and government forces, triggering the return of the military to government.

Santa Monica Daily Press

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Real Estate

For Sale

2420 Gates A, Redondo Beach 4 bdrm/3 ba, 2400 sq ft+, Beautiful, lots of amenities, turn-key, must see to appreciate, text me for appt, Sat, Oct 4, open house 1-5pm agnt BRE#01032343 (562) 841-8268

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Massage
Services

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Yard Sales
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DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014250482 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as The Butchers Son , www.butcherssonsm.com. 1534 MONTANA AVE. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: SWEET SIXTEEN LLC 1020 Wilshire Blvd. SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARK VERGE . SWEET SIXTEEN LLC . This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code).

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014264734 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/19/2014 The following person(s) is (are) doing business as SKATER MADE, SKATER MADE FILMS . 994 OLD TOPANGA CYN. RD. , TOPANGA, CA 90290. The full name of registrant(s) is/are: BART SARIC 994 OLD TOPANGA CYN. RD. TOPANGA, CA 90290. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/8/09. /s/: BART SARIC. BART SARIC. This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014. .

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014236611 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on

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08/20/2014 The following person(s) is (are) doing business as THE NOTCHES CO, THE NOTCHES COMPANY, THE NOTCHES ACCESSORIES, THE NOTCHES BELTS, THE NOTCHES CLOTHING , THE NOTCHES WATCHES . 3689 GLENDON AVE, #7 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: CHRISTOPHER MICHAEL MCCONNELL. CHRISTOPHER MICHAEL MCCONNELL. This statement was filed with the County Clerk of LOS ANGELES County on 08/20/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 229723 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as Fairlane Mobile Lodge 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024. AThe full name of registrant(s) is/are: SEALS II, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024. THE GOLDMAN FAMILY NO. II (G) LLC 424 9TH STREET, SANTA MONICA, CA 90402, GOLDMAN -FAIRLANE LLC, 817 N. BEDFORD DR., BEVERLY HILLS, CA 90210. This Business is being conducted by: Aa Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1959. /s/: N. SCOTT LIEBERT. PACIFIC MOBILE II, LP. AThis statement was filed with the County Clerk of LOS ANGELES County on 08/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.A

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014250483 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as ASHLAND HILL, WWW.ASHLANDHILL.COM. 2807 MAIN

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ST. , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: ONE RED LLC 1020 WILSHIRE BLVD. SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARK VERGE . ONE RED LLC . This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014251106 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as FLOMARK DESIGN . 8180 MANITOBA ST. #118 , PLAYA DEL REY, CA 90293. The full name of registrant(s) is/are: FLOMARK, LLC 8180 MANITOBA ST. #118 PLAYA DEL REY, CA 90293. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:STACEY PALIOMBAY. FLOMARK, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014244773 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/28/2014 The following person(s) is (are) doing business as JIBJAB BROS. STUDIOS. 228 MAIN STREET SUITE 4 , VENICE, CA 90291. The full name of registrant(s) is/are: JIBJAB MEDIA INC. 228 MAIN STREET SUITE 4 VENICE, CA 90291. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/15/2014. /s/: GREGG SPIRIDELLIS. JIBJAB MEDIA INC. . This statement was filed with the County Clerk of LOS ANGELES County on 08/28/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES

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FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014258088 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as BESPOKE FLORALS . 5860 BOWCROFT ST. #2 , LOS ANGELES, CA 90016. The full name of registrant(s) is/are: ANNE TYRRELL 5860 BOWCROFT ST. #2 LOS ANGELES, CA 90016. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ANNE TYRRELL. ANNE TYRRELL. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014259262 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/15/2014 The following person(s) is (are) doing business as LUMINOUS PEACE. 13816 BORA BORA WAY #334A , MARINA DEL REY, CA 90292. The full name of registrant(s) is/are: RITA DAJANI SIMPSON 13816 BORA BORA WAY #334A MARINA DEL REY, CA 90292. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:RITA DAJANI SIMPSON. RITA DAJANI SIMPSON. This statement was filed with the County Clerk of LOS ANGELES County on 09/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014264432 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/18/2014 The following person(s) is (are) doing business as Edelweiss Flower Boutique, Edelweiss Flowers, Edelweiss Flower Shop, Edelweiss , Florist Santa Monica , Santa Monica Florist and Gifts . 1722 OCEAN PARK BLVD. , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: Elizabeth Seiji 1722 OCEAN PARK BLVD. SANTA MONICA, CA 90405, Annette Yonemitsu 1722 OCEAN PARK BLVD. SANTA MONICA, CA 90405. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)4/15/1987. /s/: Elizabeth Seiji. Elizabeth Seiji, Annette Yonemitsu. This statement was filed with the County Clerk of LOS ANGELES County on 09/18/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014247267 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2014 The following person(s) is (are) doing business as DANGEROUS ANALOG. 2101 LOMA VISTA PLACE , LOS ANGELES, CA 90039. The full name of registrant(s) is/are: PHILLIP BLACKMAN 251 SOUTH PECK DRIVE BEVERLY HILLS, CA 90212. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PHILLIP BLACKMAN. PHILLIP BLACKMAN. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

ORDER TO SHOW CAUSE FOR CHANGE OF NAME Case No. SS024730 Superior Court of California, County of Los Angeles Petition of MARISA ROSE POLVINO, BENJAMIN ERIK RIETVELD for Change of Name

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TO ALL INTERESTED PERSONS: Petitioner or Attorney: MARISA ROSE POLVINO filed a petition with this court for a decree of changing names as follows: MAKANI ELIOT RIETVELD to MAKANI ELIOT POLVINO-RIETVELD. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Notice of Hearing: Date: 11/21/2014, Time: 8:30 AM, Dept: K, Room: A203 The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 1725 MAIN STREET SANTA MONICA, CA 90401 A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press. Date: SEPTEMBER 18, 2014 GERALD ROSENBERG, JUDGE OF THE SUPERIOR COURT

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 254905 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as SOLAR HOME SAVING, SAVING AGENT, INBOX BARGAINS, TOTAL INBOX COUPONS, INBOX DISCOUNT CLUB. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014238731 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as A, B, SEA. 614 WASHINGTON AVE. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: DANIELLE EVANS 614 WASHINGTON AVE. SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DANIELLE EVANS. DAN-

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<p>IELLE EVANS. This statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>Business is being conducted by: Co-partners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1999. /s/: STEPHEN PARRISH . MICHAEL NORMAN CRISP , STEPHEN GLENN PARRISH. This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>190TH STREET 8TH FLOOR , GARDENA, CA 90248. The full name of registrant(s) is/are: NORTHROP GRUMMAN FEDERAL CREDIT UNION 879 WEST 190TH STREET 8TH FLOOR GARDENA, CA 90248. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BRADLEY J. PIZER. NORTHROP GRUMMAN FEDERAL CREDIT UNION. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>09/16/2014 The following person(s) is (are) doing business as CHARMING JEWELERS. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014258150 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as AQUA PREMIUM. 21151 S WESTERN AVE STE 100 , TORRANCE, CA 90501. The full name of registrant(s) is/are: K INNOVATIVE INC. 21151 S WESTERN AVE STE 100 TORRANCE, CA 90501. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/15/2014. /s/: KENGO KUBA . K INNOVATIVE INC. . This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 258311 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as WANDERWALL SPACE. 558 W. 2ND STREET UNIT E , POMONA, CA 91766. The full name of registrant(s) is/are: LIGHTGREY INC. 558 W. 2ND STREET UNIT E POMONA, CA 91766. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/18/2014. /s/: NHU MUON. LIGHTGREY INC.. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>
<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014239543 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as PIPEWORX PLUMBING & DESIGN, PIPEWORX. 6132 WASHINGTON BLVD. , CULVER CITY, CA 90232. The full name of registrant(s) is/are: JMP CENTRAL SOLUTIONS GROUP, INC. 6132 WASHINGTON BLVD. CULVER CITY, CA 90232. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/30/2009. /s/: JANNA SWANSON. JMP CENTRAL SOLUTIONS GROUP, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014255095 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as LANDMARK CASE, LANDMARK CASE PRODUCTIONS. 143 HOLLISTER AVE #7 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: ALEXANDRA CASE FERICK 143 HOLLISTER AVE #7 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALEXANDRA CASE FERICK. ALEXANDRA CASE FERICK. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261073 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as PCIM LOGISTICS. 12 RAWHIDE LANE , ROLLING HILLS ESTATE, CA 90274. The full name of registrant(s) is/are: SAM KHULUSI 12 RAWHIDE LANE ROLLING HILLS ESTATE, CA 90274. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/11/2014. /s/: SAM KHULUSI. SAM KHULUSI. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261080 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as CHROMA COLOR JEWELRY. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261091 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as DAWN MACHINE. 717 N. CAHUENGA A5 , LOS ANGELES, CA 90038. The full name of registrant(s) is/are: LINCOLN CHASE PROPERTY GROUP 717 N. CAHUENGA A5 LOS ANGELES, CA 90038. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/18/2014. /s/: RAY CHASE. LINCOLN CHASE PROPERTY GROUP. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 258313 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as AGK MEDIA GROUP. 1224 S. REDONDO BLVD. , LOS ANGELES, CA 90019. The full name of registrant(s) is/are: AGNES GOMES-KOLZUMI 1224 S. REDONDO BLVD. LOS ANGELES, CA 90019. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:AGNES GOMES-KOLZUMI. AGNES GOMES-KOLZUMI. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>
<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014264736 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/19/2014 The following person(s) is (are) doing business as COLLABORATE CREATE. 171 PIER AVE #418 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: M. LINDA GAETA 2808 2ND ST. SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:M. LINDA GAETA. M. LINDA GAETA. This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 21093 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as ROXANNE ANJOU. 3651 S. LABREA AVENUE SUITE 658 , LOS ANGELES, CA 90016. The full name of registrant(s) is/are: KIMBERLY BLAKE LUDLOW 4137 PUNTA ALTA DRIVE LOS ANGELES, CA 90008. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: KIMBERLY BLAKE LUDLOW. KIMBERLY BLAKE LUDLOW. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261089 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as DAN SIEG CONSULTING. 3600 BAGLEY AVE. #301 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: DANIEL ROBINSON SIEG 3600 BAGLEY AVE. #301 LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/02/2014. /s/: DANIEL ROBINSON SIEG. DANIEL ROBINSON SIEG. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261082 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as SPARKLING JEWELERS. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 251497 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as M COLLABORATIVE. 3101 SCOTLAND ST. , LOS ANGELES, CA 90039. The full name of registrant(s) is/are: MEGAN SETTE 3101 SCOTLAND ST. LOS ANGELES, CA 90039. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/10/2014. /s/: MEGAN SETTE. MEGAN SETTE. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014265878 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/22/2014 The following person(s) is (are) doing business as PROFESSIONAL PLUMBING COMPANY. 529 E. 99 ST , INGLEWOOD, CA 90301. The full name of registrant(s) is/are: JAIME GOMEZ 529 E. 99 ST INGLEWOOD, CA 90301. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JAIME GOMEZ. JAIME GOMEZ. This statement was filed with the County Clerk of LOS ANGELES County on 09/22/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.</p>
<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014264735 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/19/2014 The following person(s) is (are) doing business as TOBIAS + ALYSHA COMPANY . 8334 MANITOBA ST. #1 , PLAYA DEL REY, CA 90293. The full name of registrant(s) is/are: MICHAEL NORMAN CRISP 8334 MANITOBA ST. #1 PLAYA DEL REY, CA 90293, STEPHEN GLENN PARRISH 12540 BRADDOCK DR #116 LOS ANGELES, CA 90066. This</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261087 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as METRO EMPLOYEES CREDIT UNION. 879 WEST</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261085 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on</p>			

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FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 251498 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as R CREW MARKETING. 11024 BALBOA BLVD. #315 , GRANDA HILLS, CA 91344. The full name of registrant(s) is/are: STEPHEN ROMINE 11024 BALBOA BLVD. #315 GRANDA HILLS, CA 91344. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: STEPHEN ROMINE. STEPHEN ROMINE. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 246944 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2014 The following person(s) is (are) doing business as MAW. 1151 W. 83RD STREET , LOS ANGELES, CA 90037. The full name of registrant(s) is/are: MICHAEL WILLIAMS 1151 W. 83RD STREET LOS ANGELES, CA 90037. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/28/2014. /s/: MICHAEL WILLIAMS. MICHAEL WILLIAMS. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 251500 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as CREATE PLUS CULTIVATE. 1800 S. BRAND AVE. SUITE #106 , GLENDALE, CA 91204. The full name of registrant(s) is/are: NO SUBJECT LLC 4133 SUNSET DRIVE LOS ANGELES, CA 90027. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2010. /s/: JACLYN R. JOHNSON. NO SUBJECT LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

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FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 246940 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2014 The following person(s) is (are) doing business as RED TALENT MANAGEMENT. 23777 MULHOLLAND HWY #162 , CALABASAS, CA 91302. The full name of registrant(s) is/are: SHARON LENNON-MEHLSCHAU 23777 MULHOLLAND HWY #162 CALABASAS, CA 91302. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: SHARON LENNON-MEHLSCHAU. SHARON LENNON-MEHLSCHAU. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 246942 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2014 The following person(s) is (are) doing business as HCG FREIGHT. 700 S. 6TH STREET APT. #201 , BURBANK, CA 91501. The full name of registrant(s) is/are: HORACIO CLAUDIO GONZALEZ 700 S. 6TH STREET APT. #201 BURBANK, CA 91501. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/02/2014. /s/: HORACIO CLAUDIO GONZALEZ. HORACIO CLAUDIO GONZALEZ. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record # 2013204347
Current File No.# 2014265877
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
PROFESSIONAL PLUMBING COMPANY 529 E. 99 ST., INGLEWOOD, CA 90301
The fictitious business name referred to above was filed on 9/30/2013 in the county of LOS ANGELES.
Registered owners: JAIME GOMEZ 529 E. 99 ST., INGLEWOOD, CA 90301 AND ALFONSO LOPEZ JR. 10815 S. GREVILLE AVE., INGLEWOOD, CA 90304.
This business is conducted by: A GENERAL PARTNERSHIP
Registrant Signature: JAIME GOMEZ
This statement was filed with the County Clerk of Los Angeles County on 09/22/2014
Published: SANTA MONICA DAILY PRESS: 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

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FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 258317 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as BETTER MATCHES, CUSTOM CONNECTION, CUSTOM CARD CONNECTION, BETTER CARD FINDER, BETTER CARD MATCHES. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 254903 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as AUTO QUOTE BARGAINS, AUTO DEAL HUNTER, AUTO QUOTE HUNTER, BARGAIN DISCOUNT CLUB, INBOX COUPON CLUB. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 261075
Current File No. 2014153636
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
CHROMA COLOR JEWELRY
Registered owners: PENYAMIN A. MANOUKIAN AND FABIOA M. RAYGOZA
This business is conducted by: MARRIED COUPLE
/s/ PENYAMIN A. MANOUKIAN
This statement was filed with the County Clerk of Los Angeles County on 09/16/2014.
SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 254907 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is

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(are) doing business as CUSTOM OFFERS, LIMITLESS FINDERS, LIMITLESS OFFERS, NEW AUTO OFFERS, INBOX AUTO QUOTES. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 254911 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as INBOX COUPON GRABBER, CUSTOM COUPONS, CUSTOM CARD GRABBER, CUSTOM FINDER, NEW CARD MATCHES. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 254909 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as INBOX AUTO, AUTO INBOX, AUTO DEAL SPOTTER, AUTO QUOTE EXPERT, AUTO QUOTE SPOTTER. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Profes-

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sions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 258315 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as VANVER CAPITAL GROUP INC.. 1875 CENTURY PARK EAST SUITE 700 PMB #849 , LOS ANGELES, CA 90067. The full name of registrant(s) is/are: VANVER CAPITAL GROUP LLC 1875 CENTURY PARK EAST SUITE 700 PMB #849 LOS ANGELES, CA 90067. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/08/2014. /s/: SONJA L. COPELAND-BRUMFIELD. VANVER CAPITAL GROUP LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 261076 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as GIFT FLAVORS. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014 261078 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as ZEALOT DESIGNS. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize

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the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014251282 NEW FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as DBA- AVIDSTAR NETWORK. 1450 BRETT PLACE UNIT 303 , SAN PEDRO, CA 90732. The full name of registrant(s) is/are: YUKI NAKAHARA 1450 BRETT PLACE UNIT 303 SAN PEDRO, CA 90732. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:YUKI NAKAHARA. YUKI NAKAHARA. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014262843 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2014 The following person(s) is (are) doing business as AMOBEE. 3301 EXPOSITION BLVD. FIRST FLOOR , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ADCONION MEDIA, INC. 3301 EXPOSITION BLVD. FIRST FLOOR SANTA MONICA, CA 90404. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JONATHAN HARRILL. ADCONION MEDIA, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2014249429 ORIGINAL
FILING This statement was filed with the County Clerk of LOS ANGELES on 09/04/2014 The following person(s) is (are) doing business as BE LIKE WATER TAI CHI. 10716 MCCUNE AVE , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: HAGAI ISRAELI 10716 MCCUNE AVE LOS ANGELES, CA 90034, TAMAR KRONENFELD ISRAEL 10716 MCCUNE AVE LOS ANGELES, CA 90034. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:HAGAI ISRAELI. HAGAI ISRAELI, TAMAR KRONENFELD ISRAEL. This statement was filed with the County Clerk of LOS ANGELES County on 09/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014246430 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/29/2014 The following person(s) is (are) doing business as PREMIER PLUMBING . 530 S LAKE AVE. #123 , PASADENA, CA 91101. The full name of registrant(s) is/are: JULIAN CARDENAS 117 N WHITNALL BURBANK, CA 91505. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/JULIAN CARDENAS. JULIAN CARDENAS. This statement was filed with the County Clerk of LOS ANGELES County on 08/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

Case No. BS147644
Superior Court of California, County of Los Angeles
Petition of KERRI ANNE HOULE for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: KERRI ANNE HOULE filed a petition with this court for a decree of changing names as follows: KERRI ANNE HOULE to CONNOR JENISEN HOULE. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 11/20/2014, Time: 10:00 AM, Dept: 20, Room: 310
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 111 NORTH HILL STREET LOS ANGELES, CA 90012
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: MARCH 18, 2014

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014260930 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as YOKED YOGIS . 3111 4TH ST. #409 , SANTA MONICA, CA 90405 . The full name of registrant(s) is/are: RACHEL BURRELL 3111 4TH ST. #409 SANTA MONICA, CA 90405 , JAMISON BURRELL 3111 4TH ST. #409 SANTA MONICA, CA 90405 . This Business is being conducted by: A Married Couple. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/RACHEL BURRELL. RACHEL BURRELL, JAMISON BURRELL. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES

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FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014270830 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/24/2014 The following person(s) is (are) doing business as SPIKLIT. 2452 CHELSEA PL UNIT E , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: YOUNITOPIA LLC 2452 CHELSEA PL UNIT E SANTA MONICA, CA 90405. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/21/2014. /s:/ Haipham Hassan . YOUNITOPIA LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/06/2014, 10/13/2014, 10/20/2014, 10/27/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014270184 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/24/2014 The following person(s) is (are) doing business as 1201 PICTURES. 1850 WHITLEY AVE. APT. 302 , LOS ANGELES, CA 90028. The full name of registrant(s) is/are: ANDREW IGNATIOU 1850 WHITLEY AVE. APT. 302 LOS ANGELES, CA 90028. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/ANDREW IGNATIOU. ANDREW IGNATIOU. This statement was filed with the County Clerk of LOS ANGELES County on 09/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/06/2014, 10/13/2014, 10/20/2014, 10/27/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014254975 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as WANDER TRIBE CLOTHING . 717 W OLYMPIC BLVD 2503 , LOS ANGELES, CA 90015. The full name of registrant(s) is/are: CHRISTINE MARIE HAYDEN 717 W OLYMPIC BLVD 2503 LOS ANGELES, CA 90015. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/CHRISTINE MARIE HAYDEN . CHRISTINE MARIE HAYDEN . This statement was filed with the County Clerk of LOS ANGELES County on

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09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/06/2014, 10/13/2014, 10/20/2014, 10/27/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014253871 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/09/2014 The following person(s) is (are) doing business as SPORT CLIPS . 30734 RUSSELL RANCH RD , WESTLAKE VILLAGE, CA 91361.Mailing address: 3581 CORTE CASTILLO CARLSBAD, CA 92009 The full name of registrant(s) is/are: SCJM2, LLC 3581 CORTE CASTILLO CARLSBAD, CA 92009. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/15/2014. /s:/ ROBIN CHAMBERLAIN. SCJM2, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/09/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/06/2014, 10/13/2014, 10/20/2014, 10/27/2014.



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