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MONDAY, OCTOBER 24, 2011
Volume 10 Issue 294

Santa Monica Daily Press

BOLTS GIVE UP LATE LEAD
SEE PAGE 13

We have you covered

THE PICTURE OF THE SEASON ISSUE



Morgan Genser *news@smdp.com*

REACHING OUT: **Samohi wide receiver Anthony 'Animal' Hernandez (right) makes a catch against Beverly Hills on Friday on the road.**

HIGH SCHOOL FOOTBALL

Samohi stays unbeaten in league

BY DANIEL ARCHULETA
Managing Editor

BEVERLY HILLS Santa Monica exchanged jabs with rival Beverly Hills all night, but delivered the knock out punch during a fourth quarter that saw the Vikings score 16 points, securing a 36-14 road win on Friday.

The quarter's flourish was punctuated by a 45-yard punt return for a score by junior wide receiver Sebastian LaRue that gave Santa Monica High School's football team a lead that would prove to hold up. The victory improves Samohi to 6-1 overall and more importantly keeps them unbeaten in Ocean League play at 2-0.

"He's a special player, what can you say?" Head Coach Travis Clark said of LaRue. "He's made of different stuff."

Despite the lopsided final score, the game was in question through the first three quarters of play. Samohi struck first with a four-yard touchdown run by senior running back Kori Garcia that gave the Vikings an early 6-0 lead. The score was set up by a 57-yard pass from quarterback Christian Salem to wide receiver Anthony "Animal" Hernandez on the first play from scrimmage.

SEE SAMOHI PAGE 10

Survey: Gas prices up 5 cents in past two weeks

ASSOCIATED PRESS

CAMARILLO A survey says the average U.S. price of a gallon of gasoline has risen nearly five cents over the past two weeks.

The Lundberg Survey of fuel prices released Sunday puts the price of a gallon of regular at $3.47.

Costs have seen similar hikes in midgrade, now at an average of $3.62 a gallon, and premium at $3.74.

Diesel is up four cents to $3.89 a gallon.

Of the cities surveyed, Albuquerque, N.M., had the nation's lowest average price for gas at $3.15, and Los Angeles had the highest at $3.86.

In California, the lowest average price was $3.73 in Bakersfield. The average statewide was $3.82, up a nickel in the two-week span.

Where PTAs spend their raised funds

Letters show trend of instructional materials, teachers, programs

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

DISTRICTWIDE The vast majority of the money raised by school-site Parent Teacher Associations gets spent on staff, either for special programs, like the arts, or teacher aides.

It's a process that creates gaps between schools with the ability to raise more money than others.

That's according to four years worth of commitment letters sent to the district by school-site PTAs between the 2008-09 and 2011-12 school years that show money promised for copy machines, field trips, programs and program personnel.

The topic of how much parents can fundraise for their neighborhood schools and where that money is spent has taken front seat in recent weeks as district officials research the concept of districtwide fundraising, a mechanism which could dramatically change what programs are available at schools throughout the district.

Although they are not a full accounting of PTA expenditures, commitment letters are the mechanism by which PTAs use their hard-won dollars to cover personnel costs like salaries and benefits. They're also useful for equipment purchases, like those for a copy machine or classroom technology.

They can be written generally — in the 2009-10 school year, Grant Elementary paid out $125,000 for "instructional assistants and other instruction" — or for specific people.

Franklin Elementary School, for instance, consistently hired back the same people across the four years examined.

PTAs also pay for academic programming that wouldn't be available otherwise through

SEE PTA PAGE 7


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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, Oct. 24, 2011

Personal folk music
Annenberg Beach House
415 Pacific Coast Hwy., 6:30 p.m.
That's what Czech avant-garde violinist and singer Iva Bittová calls her style of play, which draws upon on a wide range of inspiration that runs from classical and opera to gypsy jazz and rock. On Monday night, she descends upon the Beach House to play a combination of improvisations, personal compositions and works by other composers. Cost: free. For more information, call (310) 458-4904 or visit www.annenbergbecahhouse.com.

Meditation for the new kids
Westside Shambhala LA
1453 14th St. #C, 7:30 p.m.
Westside Shambhala LA invites visitors to come to its first meditation and discussion group for adults in their early 30s and younger, as part of a discussion for "the next generation" of sanghas. The event, which includes a short reading and a social reception, is free and occurs every Monday. For more information, call (323) 255-5472.

Tuesday, Oct. 25, 2011

Terrific twos
The Market at Santa Monica Place
395 Santa Monica Place, 10 a.m.
Drop by the third-level dining deck for the last weekly "Toddler Tuesdays" event, where kids can enjoy crafts and fun activities. The event is free and open to everyone, but space is limited. For more information, call (310) 260-8333 and visit www.santamonicaplace.com for RSVP details.

Ghoulish tales
Montana Avenue Library
1704 Montana Ave., 3:45 p.m.
The library gets kids ready for the big celebration on Halloween with spooky stories and fun crafts. The event is open to all children ages 3 and up. For more information, call (310) 458-8682.

Wednesday, Oct. 26, 2011

Pumpkins galore
Santa Monica Farmers' Market
Arizona Avenue and Second Street, 8:30 a.m.
Come by the Farmers' Market and get ready for Halloween: pay $5 cash for as many pumpkins as you can carry down a 25-foot runway — in one trip, of course. Make sure to swing by early before the pumpkins run out. For more information, call (310) 458-8712, ext. 6.

Heal thyself
Santa Monica Senior Center
1450 Ocean Ave., 12:30 p.m.
Licensed acupuncturist and Chinese herbalist Maria Locsin teaches seniors how to increase blood flow and ease pain and discomfort by pressuring certain points on the body. All Senior Center members are welcome to come; membership is free and open to everyone ages 50 or older. For more information, call (310) 458-8644.

To create your own listing, log on to smdp.com/submitevent

For help, contact Daniel Archuleta at 310-458-7737 or submit to editor@smdp.com

For more information on any of the events listed, log on to smdp.com/communitylistings



‘Paranormal’ scares up record $54 million debut

CHRISTY LEMIRE
AP Movie Critic

LOS ANGELES “Paranormal Activity 3” didn’t just go bump in the night. It made a ton of noise at the box office with a record-setting, $54 million opening.

The third film in Paramount Pictures’ low-budget fright franchise, which was No. 1 at the box office, had the biggest debut ever for a horror movie, according to Sunday studio estimates. It broke the previous record part two set a year ago with $40.7 million. It’s also the biggest opening ever for an October release, topping the $50.35 million Paramount’s “Jackass 3D” made last year.

“Paranormal Activity 3” is actually a prequel, with the discovery of disturbing home-movie footage from 1988. Henry Joost and Ariel Schulman, who made the creepy documentary “Catfish,” took over directing duties this time.

Don Harris, Paramount’s president of distribution, said the studio hoped part three would simply perform better than part two. The first “Paranormal Activity,” with its reported $15,000 budget, became a phenomenon in 2009 through midnight screenings and word of mouth.

Harris believes this installment did so well because it’s actually the best movie of the three. He noted that it appealed to an older crowd, with 47 percent over the age of 25 compared to 40 percent for “Paranormal Activity 2.” Strong reviews also helped, he said, including a rave from Time magazine. And fundamentally, horror movies simply play better in a packed theater.

“Ultimately, it gets back to why there’s still a theatrical business, why people still go to the movies,” Harris said. “We want to laugh in a group, we want to be scared in a group, people like to cry in a group in the dark where nobody can see them crying. It’s all the reason movie theaters exist and this genre has always been front and center.”

Paul Dergarabedian, box-office analyst for Hollywood.com, said he was expecting “Paranormal Activity 3” to come in around $35 million for the weekend, simply because

SEE **BOX OFFICE** PAGE 12



ARTISTIC VISION Brandon Wise brandonw@smdp.com
Local artist and muralist David Legaspi (center right) paints with teachers, students and parents as they complete two murals at Franklin Elementary School on Sunday.

COLLEGE FOOTBALL

SMC survives late push by Pierce, 37-31

BY WAYNE NEAL
Special to the Daily Press

CORSAIR FIELD Santa Monica College held off a late rally by Pierce Saturday to secure a win, 37-31, at home.

Pierce drove the ball all the way to the Corsairs’ 26-yard line but came up short when quarterback Jake Basmagian threw a low pass to wide receiver Joseph Morris that ended their rally.

The Corsairs got the ball back and lined up into their victory formation that ended the game.

“When it counted the most we stopped him,” Head Coach Gifford Lindheim said after his defense allowed a rally against San Bernardino Valley a couple weeks ago and was very pleased with how they responded not allowing Pierce to do the same.

Pierce struck first with a 44-yard touchdown pass from Basmagian to wide receiver Joseph Morris. The Corsairs were unable to get things started early in the first quarter. Late in the quarter the Corsairs made their move capitalizing off of a Basmagian interception. Two plays later quarterback Alfonso Medina found wide receiver Kris Comas for a 14-yard touchdown, but the extra point was blocked giving Pierce a one point lead, 7-6.

A few possession changes later the Corsairs struck again this time with a two-yard run by running back Myles Johnson that put them up 14-7 with the two point conversion successful to end the first quarter.

The Corsairs found the end zone early in

SEE **SMC** PAGE 9

Corn industry: Sugar suit stifles speech

ANDREW DALTON
Associated Press

LOS ANGELES Sugar makers should compete in the marketplace instead of the courtroom over the use of the term "corn sugar," a representative for the corn industry said Sunday.

A federal judge ruled Friday that a lawsuit can go forward as the sugar industry seeks to stop the use of the term "corn sugar" for high fructose corn syrup.

Audrae Erickson, president of the Corn Refiners Association, accused sugar makers of "attempting to shut down free speech."

Erickson praised the judge for granting a defense motion to drop individual corn companies as defendants, leaving only the trade association, and dismissing a part of the lawsuit claiming that the corn industry violated California law in addition to federal regulations.

SEE **CORN** PAGE 9

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Just the facts

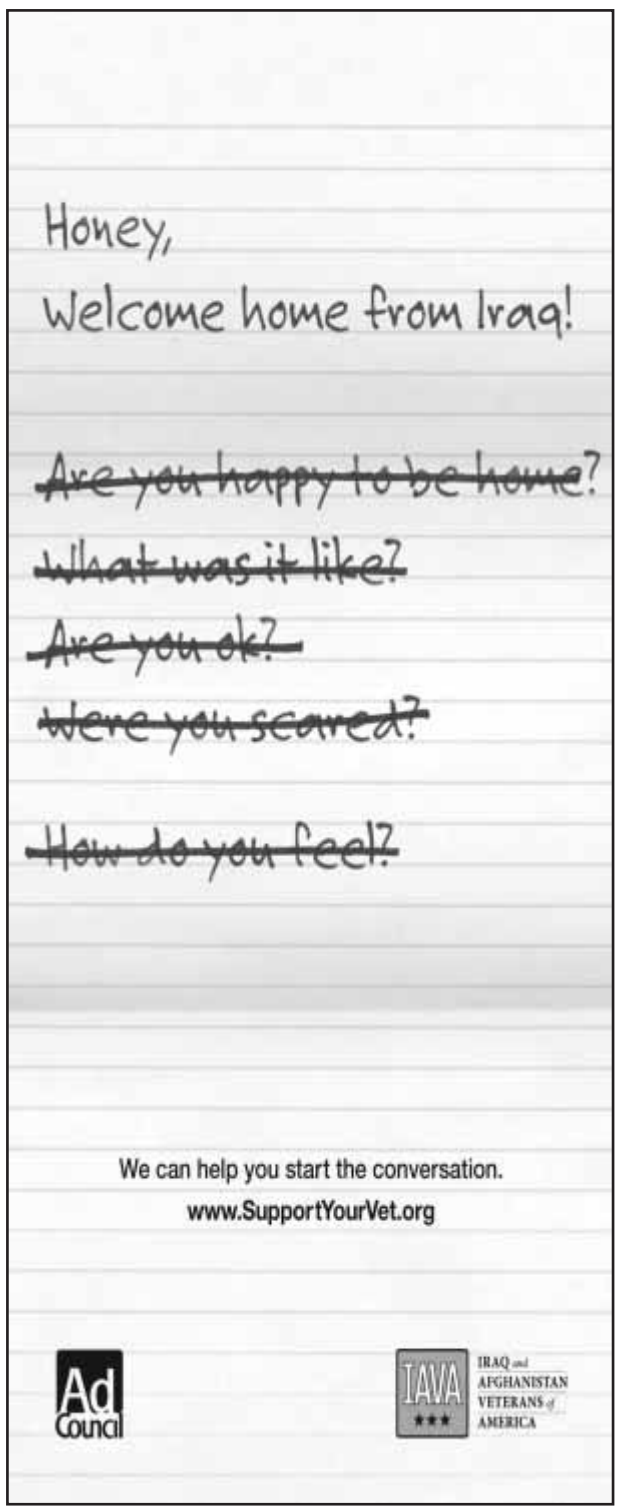
Editor:

Here we go again. Activists protest Santa Monica Airport, best known as the liars and idiots club. Let's discuss the idiots first. They knew the airport was located where it is before the purchase of the house, but the idea was if we get together and raise enough hell, we can get the city to move the airport. We don't want it moved – they want it shut down. So does the City Council, because greedy as they are, they want a larger tax income from a business park or similar business. The airport has been there since the early 1930s, idiots – live with it.

Item No. 2 – safety. Question: How many people on the ground have been killed or injured by falling aircraft since Santa Monica Airport opened within the city of Santa Monica? Now compare this to people getting killed by autos. Are you ready to ban autos from entering Santa Monica? The liars club strikes again. Safety is really not a factor.

Item No. 3 – pollution. This is biggest laugh of all. The lying loud mouths obviously have never been in a freeway traffic jam. We get more pollution from the large planes entering the LAX pattern from the north than could ever be created by small jets taking off from Santa Monica Airport. Why is it there are so many lies without substantial facts? Please state facts – not wishes or dumb ideas.

David L. Darling
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

So much for civility

MY OCT. 10 COLUMN ABOUT KEEPING the debate on the future of Santa Monica Airport civil ("Flying high and nasty," My Write) generated some lively discussion.

I received an e-mail from an airport supporter who wrote, "We thought it was very well balanced and remarkably free of rhetoric and rancor. We agree wholeheartedly that all sides would be best served by stepping back and having a civil discussion of the issues."

Thanks.

But, emotions are running high on the subject. The majority of responses I received were from neighbors against the airport who thought I was accusing them of being boorish and trying to usurp their right to express themselves because I "secretly want to save the airport." No; just asking all parties to keep it civil, stick to the facts and stop acting rude. That's all.

One gung-ho airport supporter sent an abusive e-mail to the Friends of Sunset Park neighborhood group (most of their members live near the airport) and to the editor of this newspaper. Calling airport opponents "complaining old (& young) rich hags" he suggested, "move your leftist, communist, freedom hatin' ass outa(sic) town."

Continuing, he wrote, "Your phony cocerns(sic) of health and danger are just that PHONY… Yur(sic) illusion of safety is a fantasy."

He then added some profanities and accused airport opponents of trying to "weaken this country.and your attempts to make it substandard. the(sic) noise is a constant reminder of freedom and strength of this country for many of us."

After praising World War II airmen who flew planes made by Douglas Aircraft adjacent to the airport, he wrote, "just turn up the volume on your iPods you leftist commie lemming droids if you don't like the sound of the beautiful airport." Classy, huh? And, so intelligent.

Lori Emerson wrote a letter to this paper ("Shopping elsewhere," Oct. 11) about many of the same things I often write about in this space — expensive shopping, poor service, inconvenience (in providing your own grocery bags), panhandlers at stores and minimalls, parking and traffic. She preferred Ventura County where shopping is easy, cheaper and less stressful.

There's nothing wrong with commenting about poor experiences here. Maybe businesses and City Hall will take the hint and make improvements.

Of course, a couple of the brighter light bulbs in the community marquee wrote in and suggested that Ms. Emerson should move to Ventura. I've often been advised to leave town if I don't like Santa Monica.

The price of freedom of speech is enduring insults from those whose opinions are more important than yours. It's why they want to shut you up. Keep on writing, Ms. Emerson.

HOMELESS EFFORTS

The City Council will hold a public hearing and entertain public comment on the annual review of City Hall's plan for homeless services for the 2010/2011 fiscal year, tomorrow night. The review serves as the annual "report card" on City Hall's vaunted homeless service system as required by city ordinance.

The annual review also describes services offered and provides statistics as to how many people are in programs (including housing), the costs of these services and a rundown of programs and suppliers. The bottom line is whether City Hall's strategy for dealing with homelessness is working and that in part is determined by how many "homeless" people are now in the city compared with previous years.

The average number of homeless people in Santa Monica on any given night has been holding steady at around 740 people for the last two years. The current figure is based on City Hall's annual homeless count held this year on Feb. 28.

When 2011 count results were made public, City Hall's Human Services Division stated that the count showed "no change" in the number of homeless individuals living in Santa Monica over the past year and was down from previous years. In 2011 the actual count was 740. In 2010 the count was 742. In 2009 the count was 915 and in 2007 the count was 999 people.

Of the 740 counted this year, 263 people were spending the night on the streets, 426 individuals were in a shelter and/or other institutions and 51 people were counted in cars and encampments. A combination of federal funds and the Eviction Prevention and Rehousing Assistance Program (EPRA) have been instrumental in holding the numbers of homeless in the city steady.

Local homeless service providers can also share the success of holding the line in the face of continuing economic problems and high unemployment.

I'd like to point out that West Coast Care, an independent nonprofit that works through the Santa Monica Police Department's Homeless Liaison Program (HLP Team), has been instrumental in sending hundreds of homeless individuals back home to family and friends annually. WCC's success rate is over 95 percent, with very few returning to Santa Monica streets.

The public hearing is Tuesday, Oct. 25, beginning at 5:30 p.m. in the council chambers in City Hall.

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The Santa Monica Daily Press is published six days a week, Monday through Saturday.

19,000 daily circulation, 46,450 daily readership. Circulation is audited and verified by Circulation Verification Council, 2011. Serving the City of Santa Monica, and the communities of Venice Beach, Brentwood, West LA. Members of CNPA, AFCP, CVC, Associated Press, IFPA, Santa Monica Chamber of Commerce.

Published by Newlon Rouge, LLC

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Solar power is beginning to become mainstream

JONATHAN FAHEY
AP Energy Writer

NEW YORK Solar energy may finally get its day in the sun.

The high costs that for years made it impractical as a mainstream source of energy are plummeting. Real estate companies are racing to install solar panels on office buildings. Utilities are erecting large solar panel "farms" near big cities and in desolate deserts. And creative financing plans are making solar more realistic than ever for homes.

Solar power installations doubled in the United States last year and are expected to double again this year. More solar energy is being planned than any other power source, including nuclear, coal, natural gas and wind.

"We are at the beginning of a turning point," says Andrew Beebe, who runs global sales for Suntech Power, a manufacturer of solar panels.

Solar's share of the power business remains tiny. But its promise is great. The sun splashes more clean energy on the planet in one hour than humans use in a year, and daytime is when power is needed most. And solar panels can be installed near where people use power, reducing or eliminating the costs of moving power through a grid.

Solar power has been held back by costs. It's still about three times more expensive than electricity produced by natural gas, according to estimates by the Energy Information Administration.

But the financial barriers are falling fast. Solar panel prices have plunged by two-thirds since 2008, making it easier for installers to market solar's financial benefits, and not simply its environmental ones. Homeowners who want to go solar can do so for free and pay the same or less for their power.

Last month two of the nation's biggest utilities, Exelon and NextEra Energy, each acquired a large California solar power farm in the early stages of development. Another utility, NRG Energy, has announced a plan with Bank of America and the real estate firm Prologis to spend $1.4 billion to install solar systems on 750 commercial rooftops.

Nationwide, solar power installations grew by 102 percent from 2009 to 2010, by far the fastest rate in the past five years.

"Every manufacturer globally is looking around for the next major growth market, and the U.S. is the first one everyone points to," says Shayle Kann, managing director for solar research at GTM Research.

Making solar affordable still requires large tax breaks and other subsidies from federal and state governments. The main federal subsidy pays for 30 percent of the cost of a residential system. When state and other subsidies are added, as much as 75 percent of the cost can be covered.

But prices of solar panels, the squares of crystalline silicon or thin layers of metal films that turn the sun's rays into electricity, are falling so fast that its advocates now credibly claim that solar will be able to compete with fossil fuels even when the federal solar subsidy shrinks by two-thirds in 2016.

"Over the past 10 years the industry has made the case that we needed to increase scale so we could reduce prices," says Arno Harris, CEO of solar developer Recurrent Energy, a subsidiary of Sharp Corp. "We're seeing it happen."

The falling prices have made it easier for solar installers to raise the money needed to grow. And they've made solar power systems so affordable they can appeal to homeowners who want to save on their electric bill, not just reduce their environmental impact.

Tim Johnson, a high school math teacher in Philadelphia, had wanted to put solar panels on his roof for years. Like many people concerned about the environment, the thought of powering his home without burning fossil fuels had a strong appeal. But with two kids in college, he couldn't justify spending $15,000, after subsidies, to do it.

But since March, he has generated 50 percent to 75 percent of his electricity with a set of solar panels on his roof, saving 20 percent on his electricity bills. His upfront cost for the system: $0.

Instead of buying and installing the panels himself, he signed up with SunRun, one of a handful of companies that build, own and maintain solar systems on homes. These companies earn money by charging customers for the power the panels produce.

Johnson pays SunRun $52 a month, and he pays his traditional utility for whatever extra power he needs from the grid. In all, he pays $60 to $100 a month for power; he used to pay $90 to $120.

SunRun can charge Johnson a competitive rate because federal and state subsidies pay for a portion of the installation. Also, the arrangement allows SunRun to take advantage of one of solar's big advantages. Because it is generated near where it is needed, it doesn't have to pass through hundreds of miles of wires, transformers and other equipment. The power price SunRun has to beat in order to entice customers like Johnson is an expensive retail rate, bloated with transmission and distribution charges that home solar doesn't incur.

The Q Line

Cut in two

The effort to break up the Santa Monica-Malibu Unified School District is gaining momentum again as some Malibu city officials and parents explore their options. It's going to be difficult, but not impossible.

So, this week's Q-Line question asks:
Do you think Malibu should create its own school district? Would you be sad to see Malibu go?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **(310) 458-7737 ext. 107**.


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Photo courtesy Geoffrey Landis/Wikipedia

SHEDDING AN UPDATED LIGHT: **As the future gets dimmer for traditional incandescent light bulbs, and compact fluorescents (CFLs) fall out of favor due to their toxic mercury component, light-emitting diodes, or LEDs, are beginning to come on strong.**

New bulbs come into light

Dear EarthTalk

What are the greenest light bulbs to use? I hear there has been a lot of backlash against compact fluorescents because they contain mercury.

Peter Roscoe
Hershey, Pa.

JUST A DECADE AGO, INCANDESCENT bulbs were just about the only game in town, despite their inefficient use of electricity to generate light and their primitive technology that had not changed since being invented some 125 years ago. But now that is all changing fast, with phase-outs of incandescents going on in Australia, Brazil, Venezuela, Switzerland and the European Union, with Argentina, Russia, Canada and the U.S. following suit shortly. The U.S. passed legislation in 2007 to increase the efficiency of light bulbs sold in the U.S. by 25 percent or more by 2014, and then by as much as 60 percent more by 2020.

For decades, those concerned with energy savings have been touting the benefits of compact fluorescent lamps (CFLs) over incandescents. CFLs use only one-fifth of the electricity of incandescents to generate the same amount of light, and they can last six to 10 times longer. But CFLs' cooler color and inability to be dimmed have made them less desirable. Another hindrance to the widespread adoption of CFLs has been their higher cost (though most consumers would save plenty in energy costs over the life of a bulb). Also, CFLs contain mercury, a dangerous neurotoxin that is released when the bulbs break. And once CFLs do burn out they must be disposed of properly to avoid releasing mercury into the environment.

Given the issues with CFLs, LEDs (short for light emitting diodes) are beginning to come on strong. These highly efficient bulbs don't generate heat like incandescents (which helps to keep air conditioning costs down as well) and can last five times longer than CFLs and 40 times longer than incandescents. Tiny LED bulbs have been around for years in specialized applications (such as stadium scoreboards), but lighting engineers got the idea to cluster them and use reflective casings to harness and concentrate their light for residential use. In recognition of the LED's potential, the U.S. Department of Energy (DOE) set up a special "solid-state" (LED) lighting R&D program to hasten the advance of the technology.

In comparing the total cost to run three different types of 60-watt equivalent bulbs for 50,000 hours (factoring in the cost of the both bulbs and electricity), the EarthEasy website found that LEDs would cost $95.95, CFLs $159.75 and incandescents $652.50. The 42 incandescent bulbs tested used up to 3,000 kilowatt hours of electricity compared to 700 and 300 for CFLs and LEDs respectively. However, despite the savings most consumers are loath to spend $35 and up for an LED bulb (even though it will save more than $500 in the long run) when a traditional incandescent bulb right next to it on the shelf costs $1.

There are other newer technologies in the works. Seattle-based Vu1 now sells highly efficient bulbs based on its Electron Stimulated Luminescence (ESL) technology, whereby accelerated electrons stimulate a phosphor coating on the inside of the bulb, making the surface glow. One of Vu1's 65-watt equivalent bulbs retails for under $20 and uses a similar amount of energy as an equivalent CFL. And incandescents aren't out of the efficient lighting race altogether just yet. Top bulb makers recently released new versions that use as much as a third less electricity to operate (complying with 2012's new federal standards) and are promising newer models still that will run on even less energy.

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By the Numbers

Data derived from the 2009-10 School Accountability Report Cards and tax forms shows the disparity in fundraising between PTAs in the Santa Monica-Malibu Unified School District.

School	PTA Income	PTA Expenses	$(Expense)/Student
JAMS	$74,195	$75,307	$72.48
Lincoln	$142,715	$90,850	$79.69
McKinley	$41,812	$46,181	$106.65
Rogers	$67,090	$67,031	$119.20
Muir	$81,096	$83,184	$244.66
Edison	$167,899	$180,055	$414.87
Grant	$301,308	$327,311	$503.56
Roosevelt	$529,077	$479,025	$607.13
Franklin	$509,262	$520,146	$655.92
SMASH	$162,248	$149,159	$674.93
Cabrillo	$254,472	$213,914	$783.57
Webster	$424,869	$462,479	$1,156.20
Pt Dume	$570,470	$534,443	$2,001.66

PTA
FROM PAGE 1

district funds, like extra music education, arts and science programs.

According to the commitment letters, schools with a greater fundraising ability tended to funnel a greater percentage of their cash into people than did the less wealthy schools.

SMMUSD's four Title 1 schools — John Muir Elementary, McKinley Elementary, Will Rogers Learning Community and the Edison Language Academy — spent under $50,000 each on "personnel" costs in the current school year using PTA money.

That category included anything that directly related to a person or position, rather than specific academic or enrichment programs, which also come with personnel attached.

Spending on personnel at those schools has risen considerably in the last four years, but doesn't come close to the $290,000 in personnel costs promised to the Point Dume Marine Science Academy in Malibu, nor $178,000 spent at Franklin Elementary.

In part, that discrepancy can be explained by the nature of Title 1 schools, which receive federal money to bolster education for socio-economically disadvantaged youth.

If 40 percent or more of a school's student body qualifies as low-income, a school can be eligible to receive Title 1 funding.

According to SMMUSD officials, the district made a choice to focus that funding on the four elementary schools to try to target the money in an intensive way rather than spreading it through the district.

Those Title 1 dollars have to specifically target the education of low-income students, and can't be spent on non-academic programs.

At Will Rogers Learning Community, Principal Steve Richardson uses Title 1 money to pay for instructional aides that other schools fund through their PTAs.

That's good for Will Rogers which, according to tax documents, managed to raise $67,090 in the 2009 school year from its parents compared to the hundreds of thousands of dollars that wealthier, non-Title 1 schools raised.

With that budget, Will Rogers couldn't pay for the teacher aides that other schools provide because people are expensive, Richardson said.

But while other schools use the aides as a supplement to an already-robust educational program, Will Rogers uses its aides to help bring disadvantaged students up to the same starting point as others.

"This is the murky part," Richardson said. "To some degree, the perception is that you have Title 1 funds and we have PTA funds and it all evens out. But the purpose of Title 1 funds is to even the playing field."

That advantage is dwindling. As state and federal budgets tighten, Title 1 money is becoming more scarce.

This year, for the first time, the Will Rogers PTA is discussing how it can pay for a software license for an instructional math program.

"As Title 1 funds get smaller and state distributions of funds per student get smaller, I have had to reply on the PTA more for monetary contributions directly related to academics," Richardson said.

Unlike at other schools, that means Will Rogers has to sacrifice arts programs, like a popular dance class that had to be cut.

That is a common trend in schools across California, said Carol Kocivar, the California State PTA president.

"As the budget from the state has become worse and worse, there's more pressure on the PTAs and other organizations to fill in the gaps," Kocivar said. "We've seen throughout the state that PTAs are raising more money for things that are public responsibility. I always say the best fundraiser you can ever have is a line item in the budget that pays for things."

District officials have set their sights on districtwide fundraising as a way to make sure that each school in the district has access to the same programs as every other school, regardless of the relative wealth of the student body.

That could eliminate the role of PTAs in providing money for people, instead pushing that burden onto the Santa Monica Malibu Education Foundation.

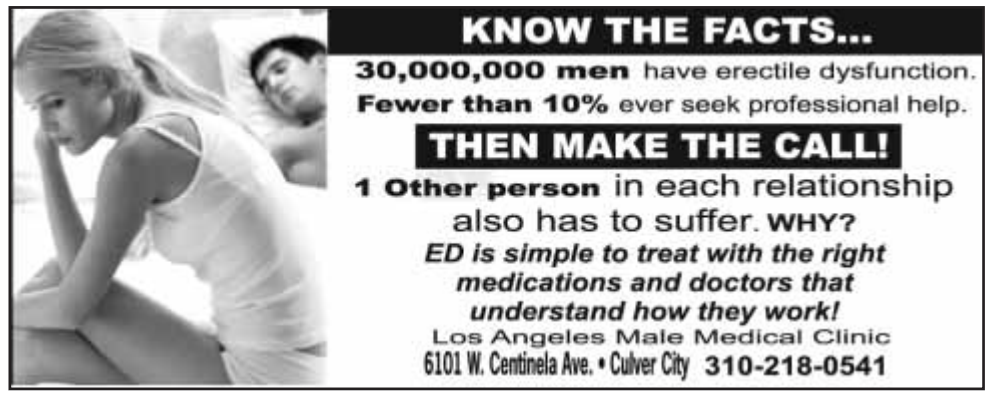
It seems some wealthier PTAs are willing to discuss the idea, which met a lot of resistance in a watered-down form when the district instituted the Equity Fund in 2004.

At the Oct. 20 Board of Education meeting, Roosevelt Elementary PTA President Gerda Newbold and Richard Tahvildaran-Jesswein read a statement approved by the Roosevelt PTA leadership acknowledging the funding disparities and indicating their willingness to come to the table.

"We believe that the district should move quickly to establish a policy or policies that address, and effectively deal with, the achievement gap and the inequity in elementary school funding," the statement read, in part.

Roosevelt, considered one of the well-off schools, purchased a $27,108 reading program, textbooks, a dance program, ceramics class, reading specialists and another $86,000 in instructional aides this school year, amongst other fine arts programs and professional development for staff.

ashley@smdp.com





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Event Details

Where: Essentia

When: October 25, 2011 **Time:** 6:00pm - 7:30pm

Who: Both members and prospective members welcome
Cost: $10 for members, $25 for prospective members

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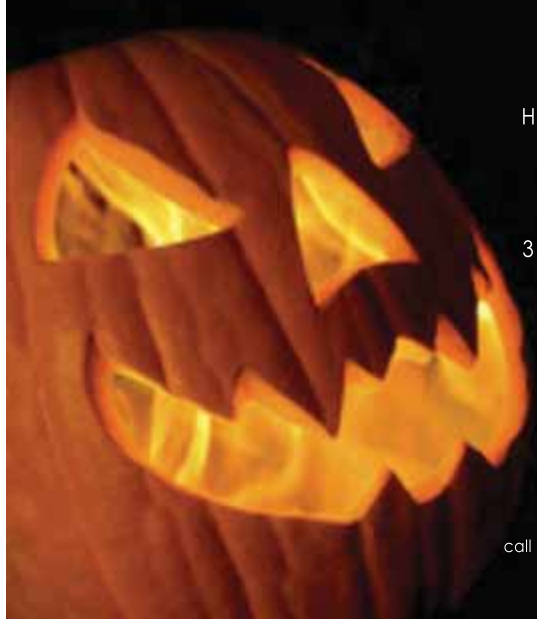
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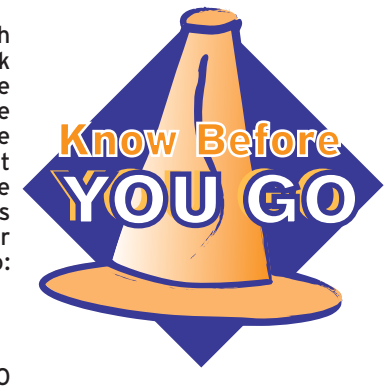
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Alley Resurfacing Project
The alleys in the 900 block of Sixth Court and 12th Court will be resurfaced through Oct. 24 – daily work start time is 7 a.m. and end time is 4:30 p.m. Please be advised that resurfacing operations will generate noise and dust. There will be certain times when the alley will not be accessible during construction, but we will minimize these times of closure during the day. Questions should be directed to the Public Works Street Maintenance Division at (310) 458-4991. For more info on Alley Renewal Program, go to: www.smgov.net/streets/alleyprogram.



Transit Priority Systems Project
Installation of the Transit Priority System (TPS) at 80 traffic signals along major corridors within the City of Santa Monica. Partial roadway closures or detours are expected at various locations on Pico Boulevard between 11th and 23rd streets, but impact to traffic should be minimal.

Water Main Replacement
The water main at Third Court between Arizona Avenue and Wilshire Boulevard is undergoing removal and replacement. Please be advised that two-way traffic will be allowed on each side of the construction work zone for local access only. Alley will be closed to through traffic and lane closure will be in place for night time work on Wilshire.

Pier Parking Lot Storm Drain Improvement Project
Drainage improvements will take place to the 1550 parking lot just north of the Santa Monica Pier. A gravity storm drainage system will be installed to replace the existing pump system. The bike path underneath the pier will be closed; however a bike path detour to Appian Way will be available.

Southern California Edison Installation
Installation of electrical conduit and vaults on 20th Street from Olympic Boulevard to Wilshire Place North. Estimated project completion is November 2011. Lane closures will occur on the east side of 20th Street between Colorado and Arizona avenues. Expect traffic delays. Use alternate routes whenever possible.

Expo Light Rail Line Project
Follow daily construction updates on Twitter at twitter.com/EXPOinSM. Roadwork will take place at Colorado Avenue between Fifth and 17th streets. Temporary lane closures may be necessary, but one lane in each direction will remain open at all times. For questions regarding this project contact Expo Light Rail Line Community Relations at (213) 922-EXPO or www.BuildExpo.org.

Water Main Replacement No. 1
Replacement of approximately 11,700 lineal feet of existing ductile iron water mains with new ductile iron water pipes due to age, condition and capacity demands. Work will take place on Euclid Court, from Georgina Avenue to Brentwood Terrace. There will be traffic impacts in the work area.

Expo Light Rail Line Project Design update meeting
The Exposition Construction Authority invites you to a design update community meeting for Phase 2 of the Expo Line project. Stakeholders will receive information on design progress and will have the opportunity to view progress renderings.
Tuesday, Nov. 15, 2011
6:30 p.m.
Santa Monica Civic Auditorium East Wing Meeting Room
1855 Main St.
Santa Monica, Calif. 90401
Parking: Free

Annual Tree Trimming
City Hall's annual tree trimming schedule is underway at the following locations: on Euclid Street from San Vicente to Wilshire boulevards; Virginia Avenue from Stewart Street to Centinela Avenue; Highland Avenue from Ocean Park Boulevard to Dewey; Marine Street from 18th to 23rd streets; Colorado Avenue from 26th Street to Centinela Avenue; Pearl Street from 20th to 26th streets; Ninth Street from the I-10 Freeway to Pico Boulevard; Urban Avenue from Yorkshire to Pico; and on Pacific Street from 14th to 16th streets. For more information, visit www.santamonicatrees.com.

For more information on projects, please visit the Know Before You Go Web site at www.knowB4ugo.smgov.net.



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SMC
FROM PAGE 3

the second quarter with another Medina to Comas pitch and catch to put them up 21-7. Both teams would get one last score in before half-time with a Medina to wide receiver Frank Murray touchdown to put the Corsairs up 28-7. Pierce responded right back before the half with a Matt Rasmussen touchdown pass to Grego Wanamaker as time expired to pull Pierce closer, 28-14.

You could feel the momentum slowly switching sides as Pierce came out of half-time fired up and responded with a two-play, 28-yard drive that ended with a Wanamaker touchdown run from five yards away that pulled pierce within a score 28-21.

Pierce was later stopped at the Corsair 16-yard line, settling for a field goal that put the score at 28-24 in favor of SMC.

It was turning into a shoot-out heading into the fourth quarter. Pierce was on the move and was in Corsair territory when Basmagian threw another interception. The Corsairs responded with a Trevor Dionne field goal to put them up 31-24.

Pierce was still looking to rally as Basmagian found Satterfield-Row for a 29-yard touchdown pass that tied the game at 31.

The Corsairs were very familiar with this situation as San Bernardino Valley rallied against them a few weeks ago. The defense stayed poised, forcing Pierce into a pair of three-and-out situations, capitalizing with two field goals of their own to put them up 37-31.

Pierce would have one shot to tie it up and force overtime. They started on their own 32-yard line and was able to push the ball all the way to the Corsair 26 after a key fourth down conversion run by Basmagian that kept the drive alive. Unfortunately, they were unable to repeat their success when a Basmagian pass fell short of its target giving the Corsairs the ball back to end the game.

news@smdp.com

CORN
FROM PAGE 3

Adam Fox, a sugar industry lawyer who brought the suit, said the judge's decision was "very encouraging to us."

U.S. District Judge Consuelo B. Marshall issued the ruling Friday in Los Angeles, allowing the false advertising suit brought by plaintiffs that include the Western Sugar Cooperative against the CRA to go forward.

"It is something we expected, we're not in the business of filing meritless or frivolous lawsuits," Fox said.

Corn refiners have been using "corn sugar" in an attempt to rebrand high fructose corn syrup, the sweetening agent found in most sodas and many processed foods.

The sugar industry says the campaign amounts to false advertising, and there are numerous differences between the white, granular product and the sticky liquid that is high fructose corn syrup.

But lawyers for the corn industry arguing for the dismissal said sugar and high fructose corn syrup are equivalent in how they are metabolized by the body.

They also said the lawsuit was an attempt to stifle a national conversation about the merits of high fructose corn syrup versus sugar. Also, they said educational campaigns from the Corn Refiners Association, which does not directly sell any products, cannot be branded advertising.

But the judge dismissed those claims in Friday's decision, saying the corn industry's campaigns "constitute commercial speech" and the industry group is not insulated from federal false advertising regulations simply because its statements relate to a public health issue.

"The statements themselves also clearly are promoting corn syrup to food and beverage purchasers," Marshall wrote.

Fox said the plaintiffs were "a little bit surprised that the defendants would even raise that as a defense, instead of just coming clean about their advertising being advertising."

Erickson said the educational campaigns are "science based and supported by a wide variety of medical and scientific experts."

Expert opinion was divided on high fructose corn syrup, with some saying there was no evidence that the sweetener is any worse for the body than sugar, others saying its high levels of fructose can be stored in the liver as fat and trigger gout and hypertension problems.

The corn industry has asked the Food and Drug Administration for permission to use "corn sugar." The FDA's decision is pending and it has asked the industry not to use the term before it has received regulatory approval.

In an August letter to the FDA, officials from the Corn Refiners Association said they did not believe anyone could be confused by the term, or believe that it referred to anything other than high fructose corn syrup.

"We do not believe that our statements regarding 'corn sugar' are false," the letter read, "or that any consumer confusion could result from our use of the term."

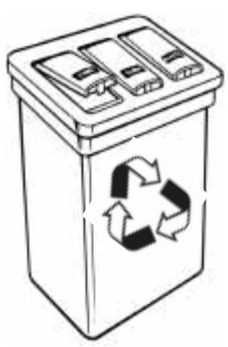
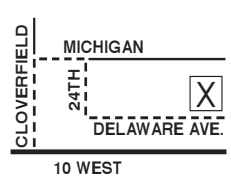
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Morgan Genser *news@smdp.com*

YAY! **Samohi students rushed the field after the Vikings defeated Beverly Hills on the road on Friday night. The win improves Samohi's record to 6-1 overall and 2-0 in Ocean League play.**

SAMOHI
FROM PAGE 1

Beverly Hills would answer with a two-yard run by Frank Brown that put the Normans up 7-6. It would be the only lead of the game for host Beverly Hills.

Trailing by a point, it was the Samohi running game that answered the call. Senior running back London Lewis, a transfer from Servite, scored a pair of second-quarter touchdowns that gave Samohi a commanding 20-7 lead at half-time.

"We knew we could pound it against these guys," Lewis said. "That's what we do. We're trying to perfect it."

Entering the second half, Beverly Hills changed tactics a bit, opting to focus on Brown to carry the load. The senior carried nine times during a drive that was capped by his one-yard TD run that brought Beverly Hills to within one score at 20-14.

Nursing the lead, that's when LaRue did his thing. Seemingly bottled up, he changed directions a couple of times before finding a seam. He streaked down field receiving a key block by defensive back Mathew Rusk-Kosa that paved the way for the score and the clutch league win.

The Vikings would tack on a field goal and a scoring run by running back Donovan Citrowski to complete the scoring.

Despite notching the win, Clark wasn't too pleased with his team's late-game behavior.

"I can't enjoy the victory right now," he said. "Just too many penalties and too much talking to the [referees]."

He went as far as to keep his team on the sideline, sharing a piece of his mind with his players before allowing them to join a mid-field celebration with a number of fans who made the trip to Beverly Hills.

The one downside to the game was an injury to starting running back Garcia. After the game, he was visibly shaken, complaining of dizziness. Clark believes Garcia has a mild concussion, but no official announcement has been made.

"I'm worried about my guy," Clark said of Garcia. "But, I think he'll be fine once he gets some rest."

Next for the Vikings is the final home game of the year. The game against Morningside on Friday will be the school's homecoming.

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BOX OFFICE

FROM PAGE 3

most newcomers have been underperforming this fall.

"This brand is as solid as the 'Twilight' brand or the 'Jackass' brand. There are certain brands that just transcend any kind of box-office rhyme or reason. They just resonate," Dergarabedian said. "These are shot in someone's house, they look like they're shot with a home video recorder, and people just relate to it."

Last week's No. 1 release, the futuristic boxing robot adventure "Real Steel," fell to second place. It made $11.3 million for a domestic total of $67.2 million. Worldwide, the Disney movie has grossed $153.3 million.

Among the other new releases this week, Summit Entertainment's 3-D version of "The Three Musketeers" came in fourth place with $8.8 million. And Universal's "Johnny English Reborn," a sequel to the 2003 spy parody starring Rowan Atkinson, opened at No. 8 with $3.8 million. But it's already a huge hit internationally, having made $104.5 million so far.

BY THE NUMBERS

1. "Paranormal Activity 3," $54 million.
2. "Real Steel," $11.3 million.
3. "Footloose," $10.85 million.
4. "The Three Musketeers," $8.8 million.
5. "The Ides of March," $4.9 million.
6. "Dolphin Tale," $4.2 million.
7. "Moneyball," $4.05 million.
8. "Johnny English Reborn," $3.8 million.
9. "The Thing," $3.1 million.
10. "50/50," $2.8 million.

In limited release, the critically acclaimed psychological thriller "Martha Marcy May Marlene" made $137,541 on four screens in New York and Los Angeles. That's a hefty $34,385 per screen average, according to Fox Searchlight.

Estimated ticket sales for Friday through Sunday at U.S. and Canadian theaters, according to Hollywood.com. Where available, latest international numbers are also included. Final domestic figures will be released Monday.

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NFL

Chargers blame selves for collapse

BARRY WILNER
AP Pro Football Writer

EAST RUTHERFORD, N.J. No use praising the opponents when you self-destruct.

That's how the Chargers felt Sunday after losing 27-21 to the New York Jets, an outcome determined in San Diego's view on its turnovers, penalties and utter collapse in the second half.

"We had them and we took our foot off the gas. I'm not giving credit to anybody," Chargers tight end Randy McMichael said after his team was blanked in the last two quarters after building a 21-10 lead. "This is our fault. It had nothing to do with anyone on their team. The guys in this locker room, we lost the game."

They lost it by committing 13 penalties for 95 yards, throwing two fourth-quarter interceptions that set up New York's last 10 points, and leaving cornerback Antoine Cason to cover Plaxico Burress all day. Burress managed a mere three TDs on his four catches.

"The San Diego Chargers beat the San Diego Chargers," McMichael said. "Nothing to do with the New York Jets. It's embarrassing."

San Diego (4-2) played a spotless game in beating Denver before having its bye. Against the Jets (4-3), it was as sloppy as possible.

"It's disappointing," said coach Norv Turner. He had the normal handshake after the game with Jets coach Rex Ryan, who earlier in the week seemed to diss Turner's coaching success with the Chargers.

"We played a game two weeks ago and had zero penalties for zero yards. We didn't handle that nearly as well today. There were a lot of bang-bang plays in the pass coverage. Those are tough calls on the officials. They are tough plays on the DBs."

Not so tough, according to safety Eric Weddle.

"Some of those calls were pretty bad," Weddle said. "It's frustrating when, as a defense, you play your heart out to win and they call them in key situations."

Plus, Burress had the big breakout game the Jets have been waiting for.

Leading 21-17, the Chargers were driving when Philip Rivers threw to Vincent Jackson and the ball tipped off the receiver's hands right to Darrelle Revis, who returned the interception 64 yards to the Chargers 19.

Revis had two interceptions on Monday night, including a 100-yard touchdown return, in a win against Miami.

After a few runs by Shonn Greene and a defensive holding penalty, Mark Sanchez found Burress on a slant for a 3-yard touchdown with 8:41 remaining. It was Burress' second three-TD catch game of his career, and first since 2007 with the Giants.

San Diego turned it over again on third-and-6 from its 41 and Kyle Wilson picked off Rivers for the first interception of his career.

Nick Folk's 30-yard field goal with 1:36 left made it 27-21. San Diego had one last shot for a winning drive, but couldn't really threaten.

"We just didn't finish off the game," Rivers said. "If we played the second half like we played the first, it would have been a two-touchdown victory."

The Jets headed into their bye-week break with two straight wins — both at home — after a three-game road losing streak. It's their first 4-0 start at home since 2004.

Sanchez finished 18 of 33 for 173 yards. Burress had just four catches for 25 yards, but he provided the red-zone presence the Jets hoped he'd be when they signed him as a free agent after he served 20 months in prison on a gun charge.

Greene had a season-high 112 yards on 20 carries. LaDainian Tomlinson, facing his former team for the first time since signing with the Jets last offseason, became the fourth running back in NFL history with 600 catches before leaving in the fourth quarter with the flu.



Surf Conditions **Water Temp: 61°**

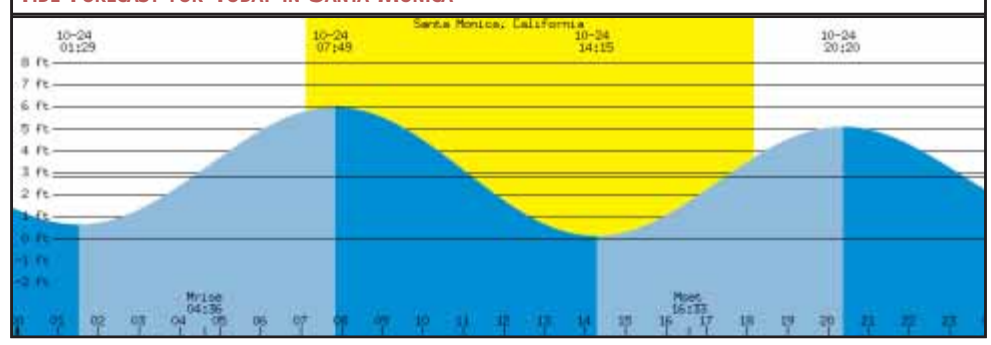
Swell Forecast

We should see southerly swell build throughout the day, waist high or so late morning, slightly bigger later in the day. West facing breaks are looking smaller, knee to waist.

Long Range Synopsis

Should see south facing breaks increase to chest max. West facing breaks are looking at waist high waves.

Tide Forecast for Today in Santa Monica



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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 **October 19, 2011**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 4
- Number of A grades for dry/wet weather -- 22 / 1
- Number of (C,D,F) grades for dry/wet weather -- 0 / 0

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Groudwick Family Foundation, simplehuman, LAcarGUY, SMA

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns
El Pescador State Beach, between Lechusa and Las Alisos creeks.	ns	ns
Encinal Canyon at El Matador State Beach.	A+	ns
Broad Beach at Trancas Creek mouth.	A+	ns
Zuma Beach at Zuma Creek mouth.	A	ns
Walnut Creek, projection of Wildlife Rd. (private).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	B	ns
Escondido Creek, just east of Escondido State Beach.	A+	ns
Latigo Canyon Creek mouth.	F	ns
Solstice Canyon at Don Blocker County Beach.	F	ns
Puerco State Beach at creek mouth.	A+	ns
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	F	ns
Surfrider Beach at Malibu Colony fence.	A	ns
Surfrider Beach (breach location)- daily.	B	F
Malibu Pier - 50 yards east.	F	ns
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	ns
Big Rock Beach at 19948 PCH stairs.	A	ns
Pena Creek at Las Tunas County Beach.	A+	ns
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	A	A+
Castlerock Storm Drain at Castle Rock Beach.	A	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A	ns

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	ns
Will Rogers State Beach at Pulga Canyon storm drain.	A+	ns
Will Rogers State Beach at Temescal Canyon drain.	A+	ns
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	A	F
Santa Monica Beach at Montana Ave. drain.	A+	ns
Santa Monica Beach at Wilshire Blvd. drain.	D	ns
Santa Monica Municipal Pier.	A	C
Santa Monica Beach at Pico/Kenter storm drain.	A	F
Santa Monica Beach at Strand St. (in front of the restrooms).	A	ns
Ocean Park Beach at Ashland Ave. drain.	A+	A
Venice City Beach, at the Rose Ave. storm drain.	A+	ns
Venice Beach at Brooks Ave. drain.	A	ns
Venice Beach at Windward Ave. drain.	A+	ns
Venice Fishing Pier - 50 yards south.	A+	ns
Venice Beach- projection of Topsail St..	A	ns
Marina del Rey, Mothers' Beach- lifeguard tower.	C	F
Dockweiler State Beach at Ballona Creek mouth.	D	F
Dockweiler State Beach at Culver Blvd. drain.	A	ns
North Westchester Storm Drain at Dockweiler State Beach.	A+	ns
Dockweiler State Beach at World Way (south of D&W jetty).	A+	ns
Dockweiler State Beach at Imperial Hwy drain.	A	ns
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	ns
Dockweiler State Beach at Grand Ave. drain.	A+	ns

LEGEND

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

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

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

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

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MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(310) 260-1528

Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade
(888) 262-4386

Mighty Macs (G) 1hr 40min
12:15pm, 2:40pm, 5:05pm, 7:30pm, 10:00pm

Dolphin Tale 3D (PG) 1hr 52min
1:20pm, 4:00pm, 6:50pm

Drive (R) 1hr 40min
9:40pm

Ides of March (R) 1hr 42min
1:30pm, 4:00pm, 6:40pm, 9:20pm

Norman (R) 1hr 28min
12:15pm, 2:45pm, 5:15pm, 7:40pm, 10:05pm

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

Footloose (PG-13) 1hr 53min
11:20am, 12:45pm, 2:00pm, 3:45pm, 4:45pm, 6:30pm, 7:40pm, 9:10pm, 10:20pm

Real Steel (PG-13) 2hrs 07min
10:50am, 1:45pm, 4:40pm, 7:35pm, 10:30pm

Three Musketeers (PG-13) 1hr 50min
11:00am, 1:45pm, 4:15pm, 6:45pm, 9:40pm

Three Musketeers 3D (PG-13) 1hr 50min
11:50am, 2:30pm, 5:10pm, 7:50pm, 10:30pm

Moneyball (PG-13) 2hrs 06min
11:55am, 3:30pm, 6:50pm, 9:50pm

Ides of March (R) 1hr 42min
11:50am, 2:30pm, 5:15pm, 7:50pm, 10:15pm

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

Take Shelter (R) 2hrs 00min
1:20pm, 4:10pm, 7:00pm, 9:50pm

Chalet Girl (NR) 1hr 36min
1:50pm, 4:30pm

Women on the 6th Floor (Les femmes du 6eme etage) (NR) 1hr 44min
1:40pm, 4:20pm, 7:10pm, 9:45pm

Man Nobody Knew (NR) 1hr 44min
1:55pm, 7:20pm

Finding Joe (NR) 1hr 20min
4:40pm, 9:55pm

Bridge School Benefit (NR)
7:30pm, 10:00pm

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

Thing (R) 1hr 43min
11:45am, 2:15pm, 5:00pm, 7:35pm, 10:10pm

Way (PG-13) 1hr 55min
11:35am, 4:45pm, 9:50pm

Paranormal Activity 3 (R) 1hr 21min
11:40am, 1:20pm, 2:45pm, 3:40pm, 5:00pm, 6:00pm, 7:00pm, 8:20pm, 9:30pm, 10:30pm

Johnny English Reborn (PG) 1hr 41min
11:50am, 2:30pm, 5:00pm, 7:30pm, 10:00pm

Big Year (PG) 1hr 40min
2:10pm, 7:25pm

50/50 (R) 1hr 39min
11:55am, 2:40pm, 5:15pm, 8:00pm, 10:20pm

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

Stay close to home, Cancer

ARIES (March 21-April 19)
★★★★ Defer to others, knowing full well that if there is a problem, you would prefer it be someone else's. Remain sensitive to a boss or someone you look up to. Unpredictability and another person's power play could toss you out of kilter. Tonight: Go with a suggestion.

TAURUS (April 20-May 20)
★★★ Your nerves could be fried due to many unexpected events. You wonder what the best thing to do is under the circumstances. You might want to analyze what is happening. Resist a knee-jerk reaction. Tonight: Finish up a project.

GEMINI (May 21-June 20)
★★★★ Allow more playfulness. You might wonder when enough is enough. Pressure builds around your work or a routine. Clearly, you might need to reorganize your plans. Unexpected developments could make a meeting quite different and exciting. Tonight: Time for fun.

CANCER (June 21-July 22)
★★★ Someone you look up to could be tossing havoc into your path. Try to steer clear. It appears as though everyone wants a situation to tumble his or her way. You could witness a bunch of controlling people trying to control each other. Back away with grace. Tonight: Close to home.

LEO (July 23-Aug. 22)
★★★ Keep conversations moving. Explore why a situation might not be working like you would like it to. This situation could provoke your imagination, encouraging solutions. Push comes to shove with a demanding associate. Tonight: Catch up on a friend's weekend.

VIRGO (Aug. 23-Sept. 22)
★★★ Rethink a personal matter. Your ability to think through another person's problem is great for him or her, but can you do the same for yourself? Don't take a child's or new friend's actions personally. Tonight: Treat yourself well.

LIBRA (Sept. 23-Oct. 22)
★★★★ Your spirit is hard to beat. You seem to be able to deal with nearly anyone at any time. Right now, that skill is good news, because you might need it when dealing with a partner or loved one. Know that no one can control you unless you want them to! Think positive. Tonight: All smiles.

SCORPIO (Oct. 23-Nov. 21)
★★ Take your time; take a deep breath and think through a problem. You have a unique ability to understand many dimensions. You also might not want to enlighten others just yet as to what you are perceiving. Tonight: Take some much-needed personal time.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ Allow more give-and-take between you and another person. You have similar goals but very different approaches. Be careful with your finances, especially if someone has an agenda. Tonight: With friends.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Instead of pushing so much, work on being a good receiver. An investment with real estate might be a problem. Try to understand if you made a bad judgment call. The unexpected occurs when you least expect it. Tonight: Burning the midnight oil.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ Much could be going on that is uncomfortable and encourages you to detach. You know better than anyone that you don't need to be in the middle of everything. You might want to rethink a situation that always seems to be unstable. Tonight: Put on a great piece of music.

PISCES (Feb. 19-March 20)
★★★★ Someone comes forward and shares a lot more of him- or herself. You want to flow with this person, but you still might not be sure. You might start veering off course. Perhaps questioning your goals would be smart. Tonight: Talk over dinner.

Happy birthday

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

This year you might want to steer a steady ship, but the surprises keep coming. You will process your feelings and learn to move through your moods. It is from this constant flow that you will find stability. Communication sometimes is stilted, and you will learn to become more effective. If you are single, you might be attracted to someone who is emotionally unavailable. Use care before getting involved. If you are attached, the two of you benefit from plenty of downtime together to nourish the bond. LIBRA reads you cold. ....



MYSTERY PHOTO

Daniel Archuleta *daniela@smdp.com*

Reader Nick Steers correctly identified this photo of the 'Beacon Overlook' sculpture by Jody Pinto at the California Incline in Palisades Park. He will receive a reusable shopping bag courtesy of the Santa Monica Daily Press.

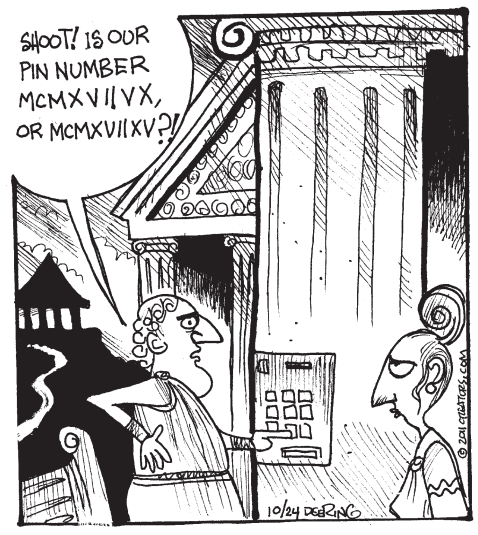
Speed Bump

By Dave Coverly



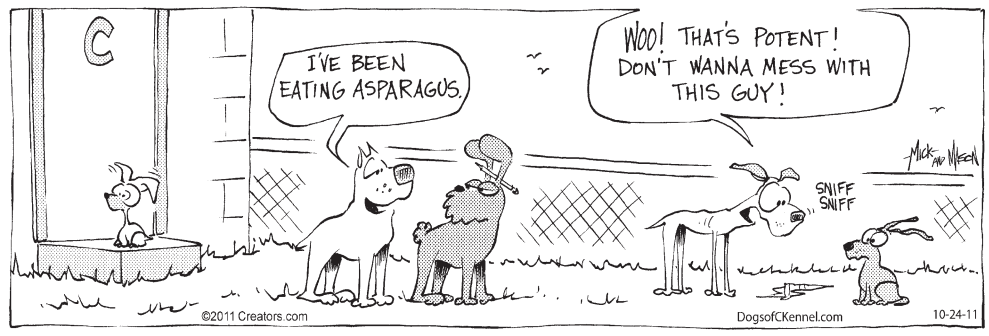
Strange Brew

By John Deering



Dogs of C-Kennel

By Mick and Mason Mastroianni



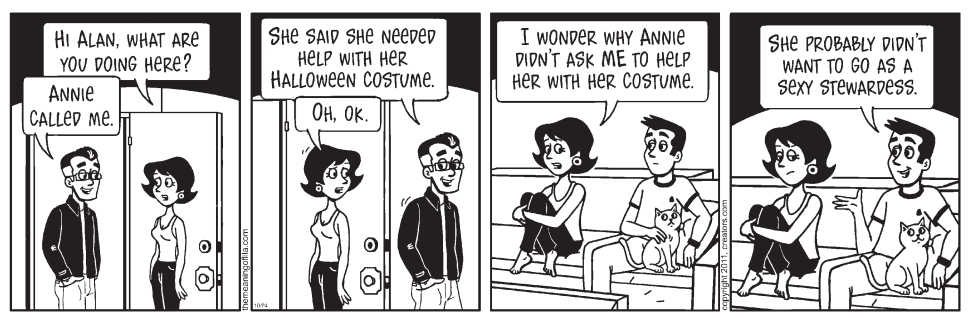
Garfield

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 ★

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

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

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



CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Hangs low
5 Piper of rhyme
10 This is one
11 Showy flowers
13 Stepped down
14 Mail-related
15 Akin
17 Ga. neighbor
18 Ugly sight
19 Light metal
20 Office-holders
21 Nuisance
22 Top roles
25 Sells for
26 "This round's —!"
27 Actor Kilmer
28 Top card
29 "Beat it!"
33 In favor of
34 Separate
35 Fit for consumption
37 Mosaic piece
38 Century part
39 Nights before
40 Speed-trap device
41 Reps.' foes

DOWN

1 Frighten
2 Back-street
3 Cunning
4 Stockpile
5 Pan and others
6 Eat away
7 "My country — of thee"
8 Fancy homes
9 Pragmatic person
12 Inclines
16 Great weights
21 Unfit to swim in
22 Took it easy
23 Crypto-gram writer
24 Uncle Sam's home
25 Siamese and Siberian
27 Furniture layer
29 Comic Radner
30 Martini garnish
31 Oregon capital
32 Lock of hair
36 Naughty

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

Saturday's answer

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

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			

10-24

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– Arithmo Crossmath – Reclaim Your Brain

• Insert the given numbers in the empty squares so when they are calculated in threes from left to right and top to bottom they satisfy the demands in the shaded boxes both horizontally and vertically.

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

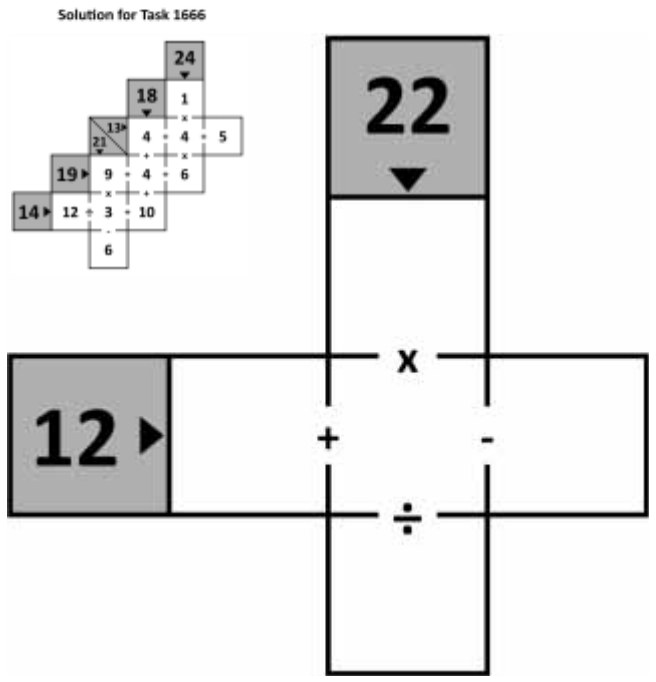
• Remember to multiply or divide before you add or subtract.

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

5, 8, 9, 10, 11

Solution for Task 1666



DAILY LOTTERY

MEGA MILLIONS: 6 21 35 37 38 Meganumber: 17 Jackpot: $57M

SUPER LOTTO PLUS: 21 27 34 39 45 Meganumber: 22 Jackpot: $14M

Fantasy 5: 2 12 14 35 38

DAILY 3 MIDDAY: 7 4 2 EVENING: 1 9 9

DAILY DERBY: 1st: 12 Lucky Charms 2nd: 01 Gold Rush 3rd: 06 Whirl Win RACE TIME: 1:40.79

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

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ London Fashion Week usually brings forth a shock or two from cutting-edge designers, but a September creation by Rachel Freire might have raised the bar: a floor-length dress made from 3,000 cow nipples (designed to resemble roses). Initial disgust for the garment centered on implied animal abuse, but Freire deflected that issue by pointing out that the nipples had been discarded by a tannery and that her use amounted to "recycling." The 32-year-old Freire, who has worked with mainstream entertainers such as Christina Aguilera, was kept so busy with the animal-abuse angle that she was largely spared having to explain another issue -- why anyone would want to wear a dress made with cow nipples.

■ Death is big business in Japan, with 1.2 million people a year passing away and overtaxing the country's cemeteries and crematoriums. With the average wait for disposal at least several days, and space running short in funeral homes, "corpse hotels" have opened in many cities, with climate-controlled "guest rooms" renting for the equivalent of about $155 a night, with viewing rooms where relatives can visit the bodies daily until cremation is available.

TODAY IN HISTORY

1929 "Black Thursday" stock market crash on the New York Stock Exchange.

1930 A bloodless coup d'état in Brazil ousts Washington Luís Pereira de Sousa, the last President of the First Republic. Getúlio Dornelles Vargas is then installed as "provisional president."

1931 The George Washington Bridge opens to public traffic.

1944 World War II: The Japanese aircraft carrier Zuikaku, and the battleship Musashi are sunk in the Battle of Leyte Gulf.

1945 Founding of the United Nations

1946 A camera on board the V-2 No. 13 rocket takes the first photograph of earth from outer space.

WORD UP!

ferly \FER-lee\ , noun;
1. Something unusual, strange, or causing wonder or terror.
2. Astonishment; wonder.
adjective:

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

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Notices

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: 10/3/2011
To Whom it may concern:
The Name(s) of the Applicant(s) is/are:
OCEAN PARK RESTAURANT CORPORATION, SANTA MONICA R/RESTAURANT ASSOCIATES INC.
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 2640 Main St., Santa Monica, CA 90405-4002
Type of License(s) Applied for: 41 - ON-SALE GENERAL EATING PLACE- Department of Alcoholic Beverage Control INGLEWOOD.
SANTA MONICA DAILY PRESS

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. LS021863
Superior Court of California, County of Los Angeles
Petition of BRETT EMMETT WARBURTON for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: BRETT EMMETT WARBURTON filed a petition with this court for a decree of changing names as follows: BRETT EMMETT WARBURTON to BRETT COLE WARBURTON. 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: 10/26/2011 Time:8:30am, Dept. C, Rm 310
The address of the court is 6230 Sylmar Ave., Van Nuys, CA 91401
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: 9/16/2011
JAMES A. STEELE, JUDGE OF THE SUPERIOR COURT

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. VS022368
Superior Court of California, County of Los Angeles
Petition of TINA RENEE GADDIS for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: TINA RENEE GADDIS filed a petition with this court for a decree of changing names as follows: TINA RENEE GADDIS to RENEE LUCY DUBE. 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: 12/7/2011 Time: 8:30am, Dept. C, Rm 312
The address of the court is 12720 Norwalk Blvd., Norwalk, CA 90650-3188
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: 10/5/2011
RAUL A. SAHAGUN, JUDGE OF THE SUPERIOR COURT

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. BS134192
Superior Court of California, County of Los Angeles
Petition of JOSHUA DAVID HELDERMAN for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: JOSHUA DAVID HELDERMAN filed a petition with this court for a decree of changing names as follows: JOSHUA DAVID HELDERMAN to JOSHUA DAVID-HELDERMAN LAWLER. 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: 12/23/2011 Time: 9:00am, Dept. 1A, Rm 548
The address of the court is 111 North Hill St., 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: 10/6/2011
MATTHEW C. ST. GEORGE, JUDGE OF THE SUPERIOR COURT

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. BS134191
Superior Court of California, County of Los Angeles
Petition of REBECCA CARY LOVEJOY for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: REBECCA CARY LOVEJOY filed a petition with this court for a decree of changing names as follows: REBECCA CARY LOVEJOY to CARY LOVEJOY LAWLER. 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: 12/23/2011 Time: 9:00am, Dept. 1A, Rm 548
The address of the court is 111 North Hill St., 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: 10/6/2011
MATTHEW C. ST. GEORGE, JUDGE OF THE SUPERIOR COURT

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011104985 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/23/2011 The following person(s) is (are) doing business as BEATNIXX. The full name of registrant(s) is/are: Angela Lee 1039 Calle Azul Glendale, CA 91208. 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/:Angela Lee. This statement was filed with the County Clerk of LOS ANGELES County on 09/23/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011100353 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/15/2011 The following person(s) is (are) doing business as EDGY BROTHERS. The full name of registrant(s) is/are: Chris Edgerly 11939 Gorham Ave. #203 Los Angeles, CA 90049, Geraldine Planchart 11939 Gorham Ave. #203 Los Angeles, CA 90049. 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/:Chris Edgerly. This statement was filed with the County Clerk of LOS ANGELES County on 09/15/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011094116 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2011 The following person(s) is (are) doing business as WESTSIDE FILM FEST. The full name of registrant(s) is/are: Michael C. DussanIt 1317 Amherst Ave. #4 West Los Angeles, CA . This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/01/2011. /s/: Michael C. DussanIt. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011104100 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/22/2011 The following person(s) is (are) doing business as SIMPLY ASK STRATEGIES. The full name of registrant(s) is/are: Mark Alexander Craig 1806 1/4 Barry Ave. Los Angeles, CA 90025. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Mark Alexander Craig. This statement was filed with the County Clerk of LOS ANGELES County on 09/22/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-106743
The following person(s) is (are) doing business as: AMK DEVELOPMENT; HAPPY DRIVER, 153 S. DWIGHT AVE., COMPTON, CA 90220. Full name of registrant(s) is (are) ALI M. KARRIEM, 153 S. DWIGHT AVE., COMPTON, CA 90220. This Business is conducted by: AN INDIVIDUAL. Signed: ALI M. KARRIEM. This statement was filed with the County Clerk of Los Angeles County on 09/27/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-105956
The following person(s) is (are) doing business as: BODY FASHIONS MOBILE DETAILING, 465 CLIFTON ST., L.A., CA 90031. Full name of registrant(s) is (are) DEAN CARTER, 465 CLIFTON ST., L.A., CA 90031. This Business is conducted by: AN INDIVIDUAL. Signed: DEAN CARTER. This statement was filed with the County Clerk of Los Angeles County on 09/26/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-105786
The following person(s) is (are) doing business as: MULTICULTURAL PROMOTIONS USA; MULTICULTURAL FORCE FIELD USA; INTEGRATED PROMOTIONS USA, 29021 AVENUE PENN, VALENCIA, CA 91355. Full name of registrant(s) is (are) MARIA ELENA GIRTY, 29021 AVENUE PENN, VALENCIA, CA 91355. This Business is conducted by: AN INDIVIDUAL. Signed: MARIA ELENA GIRTY. This statement was filed with the County Clerk of Los Angeles County on 09/26/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 07/01/2011. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

DBAS

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-105826
The following person(s) is (are) doing business as: ONE SOURCE CAREERS, LLC., 8726 S. SEPULVEDA BLVD. STE 1041, L.A., CA 90045. Full name of registrant(s) is (are) ONE SOURCE CAREERS, LLC., 8726 S. SEPULVEDA BLVD. STE 1041, L.A., CA 90045. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: LEOLA ROBINSON BARNER. This statement was filed with the County Clerk of Los Angeles County on 09/26/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 12/04/2006. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-104274
The following person(s) is (are) doing business as: SICK N' PRETTY PICTURES, 19616 E. GREENHAVEN ST., COVINA, CA 91724. Full name of registrant(s) is (are) SARAH ELKHALDY, 19616 E. GREENHAVEN ST., COVINA, CA 91724. This Business is conducted by: AN INDIVIDUAL. Signed: SARAH ELKHALDY. This statement was filed with the County Clerk of Los Angeles County on 09/22/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-105893
The following person(s) is (are) doing business as: WORLD OF SUCCESS, 104 N. AVENUE 56, HIGHLAND PARK, CA 90042. Full name of registrant(s) is (are) COLLINS E. OSAGIEDE, 508 VENICE WAY, INGLEWOOD, CA 90302. This Business is conducted by: AN INDIVIDUAL. Signed: COLLINS E. OSAGIEDE. This statement was filed with the County Clerk of Los Angeles County on 09/26/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-105746
The following person(s) is (are) doing business as: SUPER TACO EXPRESS, 11923 SANTA MONICA BLVD., LA.., CA 90025. Full name of registrant(s) is (are) GUILLERMO HERNANDEZ, 11923 SANTA MONICA BLVD., L.A., CA 90025. This Business is conducted by: AN INDIVIDUAL. Signed: GUILLERMO HERNANDEZ. This statement was filed with the County Clerk of Los Angeles County on 09/26/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A.

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NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-105018
The following person(s) is (are) doing business as: STYLE CONSTRUCTION & DESIGN; NATURAL INVESTMENTS, INC., 1959 WILSON AVE., ARCADIA, CA 91006. Full name of registrant(s) is (are) NATURAL INVESTMENTS, INC., 1959 WILSON AVE., ARCADIA, CA 91006. This Business is conducted by: A CORPORATION. Signed: FRANK VILLEGAS. This statement was filed with the County Clerk of Los Angeles County on 09/23/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-105970
The following person(s) is (are) doing business as: STERLING ASSESSMENT ADVISORS, LLC., 8484 WILSHIRE BLVD. #220, BEVERLY HILLS, CA 90211. Full name of registrant(s) is (are) STERLING ASSESSMENT ADVISORS, LLC., 8484 WILSHIRE BLVD. #220, BEVERLY HILLS, CA 90211. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: SAM ALEM. This statement was filed with the County Clerk of Los Angeles County on 09/26/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-105925
The following person(s) is (are) doing business as: STEPHANIES OFFICE SERVICES, 11552 MAPLEDALE ST., NORWALK, CA 90650. Full name of registrant(s) is (are) STEPHANIE ZAMUDIO, 11552 MAPLEDALE ST., NORWALK, CA 90650. This Business is conducted by: AN INDIVIDUAL. Signed: STEPHANIE ZAMUDIO. This statement was filed with the County Clerk of Los Angeles County on 09/26/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 03, 10, 17, 24, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011107827 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as THE BRIDE CONCIERGE. The full name of registrant(s) is/are: Tracy Choy 1925 Overland Ave., Unit 206 Los Angeles, CA 90025. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2011. /s/: Tracy Choy. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/10/2011, 10/17/2011, 10/24/2011, 10/31/2011.

DBAS

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES015246
Superior Court of California, County of Los Angeles
Petition of ARIAN RAZAVI-HEJRATI for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: ARIAN RAZAVI-HEJRATI filed a petition with this court for a decree of changing names as follows: ARIAN RAZAVI-HEJRATI to SHERRI RAZAVI SIMKIN. 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: 12/2/2011 Time:8:30am, Dept. A
The address of the court is 300 East Olive Ave., Burbank, CA 91502
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: 9/26/2011
MARY HOUSE, JUDGE OF THE SUPERIOR COURT

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011095861 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/07/2011 The following person(s) is (are) doing business as HUMANS MAKE ART. The full name of registrant(s) is/are: Jennifer Rose Korsen 8806 Etiwanda Ave. #6 Northridge, CA 91325. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Jennifer Rose Korsen. This statement was filed with the County Clerk of LOS ANGELES County on 09/07/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011108096 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as REACH OUT MINISTRIES. The full name of registrant(s) is/are: Renee Yvonne Wright 1589 W. Jefferson, Los Angeles, CA 92405. This Business is being conducted by: . The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Renee Yvonne Wright. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011103616 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/21/2011 The following person(s) is (are) doing business as SENMACLOUD ENTERTAINMENT, SENMACLOUD. The full name of registrant(s) is/are: Yang Li 419 1/2 3rd St. Alhambra, ca 91801, Pei Xiao 507 S. Hidalgo Ave Alahambra, CA 91801. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Yang Li. This statement was filed with the County Clerk of LOS ANGELES County on 09/21/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011101336 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2011 The following person(s) is (are) doing business as DEX, DEX ONE. The full name of registrant(s) is/are: Dex One Service, Inc. 1001 Winstead Dr. Cary, NC 27513. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/14/2011. /s/: Sandra G. Povlovk. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

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MENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011104127 This statement was filed with the County Clerk of LOS ANGELES on 09/22/2011 The following person(s) is (are) doing business as JUST THREADS. The full name of registrant(s) is/are: BRIAN DIONNE 11710 HARTSOOK ST. VALLEY VILLAGE, CA 91607. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/14/2011. /s/: BRIAN DIONNE. This statement was filed with the County Clerk of LOS ANGELES County on 09/22/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011104468 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/22/2011 The following person(s) is (are) doing business as TILTED FIELD PRODUCTIONS. The full name of registrant(s) is/are: REBECCA WOLFF 2351 GRIFFTH PARK BLVD. LOS ANGELES, CA 90039, JACOB PADRON 7671 MILLER AVE. GILROY, CA 95020. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/20/2011. /s/: REBECCA WOLFF. This statement was filed with the County Clerk of LOS ANGELES County on 09/22/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011104129 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/22/2011 The following person(s) is (are) doing business as VICTORY LANE PICTURES. The full name of registrant(s) is/are: RON DUSENBERRY 2600 WEST OLIVE AVE SUITE 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/:RON DUSENBERRY. This statement was filed with the County Clerk of LOS ANGELES County on 09/22/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011106212 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/27/2011 The following person(s) is (are) doing business as HOLLANDER FINANCIAL SERVICES. The full name of registrant(s) is/are: CHRISTINE HOLLANDER 1656 GRAMERCY AVE. TORRANCE, CA 90501. 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 HOLLANDER. This statement was filed with the County Clerk of LOS ANGELES County on 09/27/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011106213 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/27/2011 The following person(s) is (are) doing business as QUALITY JANITORIAL SERVICES. The full name of registrant(s) is/are: T. GRAHAM BOTTLING AND BEVERAGE CORPORATION 8939 SEPULVEDA BLVD. STE. 102 LOS ANGELES, CA 90045. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/03/2011. /s/: DEEDYRE BURKS. This statement was filed with the County Clerk of LOS ANGELES County on 09/27/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011106210 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/27/2011 The following person(s) is (are) doing business as GLOBAL CREATIVE DANCE. The full name of registrant(s) is/are: TERESA TAYLOR 1773 GARTH AVE. LOS ANGELES, CA 90035, JULIE MCDONALD 1773 GARTH AVE. LOS ANGELES, CA 90035. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:TERESA TAYLOR. This statement was filed with the County Clerk of LOS ANGELES County on 09/27/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011106211 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/27/2011 The following person(s) is (are) doing business as MONKEY BUSINESS LABELS AND SIMPLYJAAYY CLOTHING. The full name of registrant(s) is/are: CINDY MENDEZ 11555 SANTA GERTRUDES #218 WHITTIER, CA 90604. This Business is being conducted by: . The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CINDY MENDEZ. This statement was filed with the County Clerk of LOS ANGELES County on 09/27/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011108896 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/30/2011 The following person(s) is (are) doing business as COCHRAN SOUND. The full name of registrant(s) is/are: Nicholas Cochran 5401 Sepulveda Blvd., #15 Los Angeles, CA 90064. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/27/2011. /s/: Nicholas Cochran. This statement was filed with the County Clerk of LOS ANGELES County on 09/30/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/10/2011, 10/17/2011, 10/24/2011, 10/31/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011101960 This statement was filed with the County Clerk of LOS ANGELES on 09/19/2011 The following person(s) is (are) doing business as CRAFTY BOUQUETS. The full name of registrant(s) is/are: Christina Maclean Dogan 3010 Grayson Ave. Venice, CA 90291. 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/:Christina Maclean Dogan. This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/10/2011, 10/17/2011, 10/24/2011, 10/31/2011.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: KINTEXUSA ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/26/2011 The following person(s) is (are) doing business as KINTEXUSA. The full name of registrant(s) is/are: Brian P. Christlieb 644 Landfair Ave., #105 Los Angeles, CA 90024-2348. 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/:Brian P. Christlieb. This statement was filed with the County Clerk of LOS ANGELES County on 09/26/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/10/2011, 10/17/2011, 10/24/2011, 10/31/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011112046 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/06/2011 The following person(s) is (are) doing business as BRIOLETTE. The full name of registrant(s) is/are: Adrian Asandei 1334 Euclid St., Unit 8 Santa Monica, CA 90404. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Adrian Asandei. This statement was filed with the County Clerk of LOS ANGELES County on 10/06/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/10/2011, 10/17/2011, 10/24/2011, 10/31/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011102014 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/19/2011 The following person(s) is (are) doing business as MERLIN AND NICOLL PRODUCTIONS. The full name of registrant(s) is/are: Michael A. Nicoll 10514 Butterfield Rd. Los Angeles, CA 90064. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Michael A. Nicoll. This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/10/2011, 10/17/2011, 10/24/2011, 10/31/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011113108 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/07/2011 The following person(s) is (are) doing business as IMPRESION LIMO. The full name of registrant(s) is/are: Impression Company, LLC 14615 Van Ness Ave. Gardena, CA 90249. 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)10/06/2011. /s/: Carlos De Leon Chavez. This statement was filed with the County Clerk of LOS ANGELES County on 10/07/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/18/2011, 10/25/2011, 11/01/2011, 11/08/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011101403 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/19/2011 The following person(s) is (are) doing business as LUXY GEM, LUXYGEM. The full name of registrant(s) is/are: Ada Spolpuco - Agerkop 1140 Venice Blvd. #210 Santa Monica, CA 90404, Alfred Soland 1140 Venice Blvd. #210 Santa Monica, CA 90404. This Business is being conducted by: Husband and Wife. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2011. /s/: Ada Spolpuco - Agerkop. This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 19, 24, 31, Nov 07, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-114535
The following person(s) is (are) doing business as: YASEEN AUTO SALES, 3434 W. 6th ST. #201-E, L.A., CA 90020. Full name of registrant(s) is (are) AHMED ABDELMAGIED, 331 S. ARDMORE AVE. #124, L.A., CA 90020. This Business is conducted by: AN INDIVIDUAL. Signed: AHMED ABDELMAGIED. This statement was filed with the County Clerk of Los Angeles County on 10/12/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 19, 24, 31, Nov 07, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-112298
The following person(s) is (are) doing business as: SWEETY PIES & CAKES, 13210 FIDLER AVE., DOWNEY, CA 90242. Full name of registrant(s) is (are) ELVIA OLVERA, 13210 FIDLER AVE., DOWNEY, CA 90242. This Business is conducted by: AN INDIVIDUAL. Signed: ELVIA OLVERA. This statement was filed with the County Clerk of Los Angeles County on 10/06/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 19, 24, 31, Nov 07, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-112249
The following person(s) is (are) doing business as: RICAS TAQUIZAS GDL; BIRRIERIA MI YAQESITA, 701 BRADSHAWE AVE., L.A., CA 90022. Full name of registrant(s) is (are) ANDRES MARTIN, ISABEL DELGADO, 701 BRADSHAWE AVE., L.A., CA 90022. This Business is conducted by: HUSBAND and WIFE. Signed: ANDRES MARTIN. This statement was filed with the County Clerk of Los Angeles County on 10/06/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 19, 24, 31, Nov 07, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-110559
The following person(s) is (are) doing business as: PATIO LANDSCAPE, 5858 MARTIN LUTHER KING, LYNWOOD, CA 90262. Full name of registrant(s) is (are) SABINO CHAVEZ, 5158 MARTIN LUTHER KING, LYNWOOD, CA 90262. This Business is conducted by: AN INDIVIDUAL. Signed: SABINO CHAVEZ. This statement was filed with the County Clerk of Los Angeles County on 10/04/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 19, 24, 31, Nov 07, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-110231
The following person(s) is (are) doing business as: GOTNEXTGAME, 1732 AVIATION BLVD., REDONDO BEACH, CA 90278. Full name of registrant(s) is (are) CARLOS FLETCHER, LACANDAS FLETCHER, 2971 PLAZA DEL AMO #302, TORRANCE, CA 90503. This Business is conducted by:

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DBAS

HUSBAND and WIFE. Signed: CARLOS FLETCHER. This statement was filed with the County Clerk of Los Angeles County on 10/04/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Clerk of Los Angeles County on 10/03/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 17, 24, 31, Nov 07, 2011 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-109641
The following person(s) is (are) doing business as: A.M.S IN-HOME CARE SERVICE AGENCY, 2008 W. CARSON ST. STE 201, TORRANCE, CA 90501. Full name of registrant(s) is (are) ALEX SEGUI, MAY G. SEGUI, 2008 W. CARSON ST. STE 201, TORRANCE, CA 90501. This Business is conducted by: HUSBAND and WIFE. Signed: ALEZ SEGUI. This statement was filed with the County Clerk of Los Angeles County on 10/03/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 19, 24, 31, Nov 07, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-109731
The following person(s) is (are) doing business as: MARISCOS VILLA DEL MAR, 14222 IMPERIAL HWY., LA MIRADA, CA 90638. Full name of registrant(s) is (are) DIANA AGUIRRE, 14222 IMPERIAL HWY., LA MIRADA, CA 90638. This Business is conducted by: AN INDIVIDUAL. Signed: DIANA AGUIRRE. This statement was filed with the County Clerk of Los Angeles County on 10/04/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 19, 24, 31, Nov 07, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-110453
The following person(s) is (are) doing business as: LAM AUTO SERVICE, 7514 E. GARVEY AVE., ROSEMEAD, CA 91770. Full name of registrant(s) is (are) JOE C. LAM, MICHAEL LAM, 7514 E. GARVEY AVE., ROSEMEAD, CA 91770. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: JOE C. LAM. This statement was filed with the County Clerk of Los Angeles County on 10/04/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct 19, 24, 31, Nov 07, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011107738 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as R HEROES. The full name of registrant(s) is/are: HEADLINE ENTERTAINMENT INC. 7655 SAN FERNANDO ROAD BURBANK, CA 91505. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/23/2011. /s/: STEVE SPERL. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011107737 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as FERANDELL VILLARINO ASSOCIATES. The full name of registrant(s) is/are: GARY FERANDELL 11916 THE WYE EL MONTE, CA 91732-1452. 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/:GARY FERANDELL. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011107743 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as IGM ASSOCIATES. The full name of registrant(s) is/are: IGM MACHINERY, INC. 22108 S. VERMONT AVE. STE. 104 TORRANCE, CA 90502. 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/:SHINJI IZAWA. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011107742 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as ELEVATED EDIBLES. The full name of registrant(s) is/are: BEING-FOOD LLC 701 CEDAR AVE. LONG BEACH, CA 90813. 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/:DUSTIN V. GUSTUS. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011107744 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as FRESH START PROGRAM. The full name of registrant(s) is/are: NARCONON FRESH START 6161 SANTA MONICA BLVD. STE 206 LOS ANGELES, CA 90038. 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/:SHANNON FARNSWORTH. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011107745 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as HORSE OF ARABIA. The full name of registrant(s) is/are: SAM SALMAN 451 S. MAIN ST. #934 LOS ANGELES, CA 90013. 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/:SAM SALMAN. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011110952 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/03/2011 The following person(s) is (are) doing business as BALLET GIOVANNA. The full name of registrant(s) is/are: GIOVANNA (JOAN) FACCIOBENE 11167 1/2 W. CHARNOCK RD. LOS ANGELES, CA 90034, MICHELE SCOTTO 802 WEST KNOLL DR. #202 WEST HOLLYWOOD, CA 90069. This Business is being conducted by: a Joint Venture. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/02/2011. /s/: GIOVANNA (JOAN) FACCIOBENE. This statement was filed with the County Clerk of LOS ANGELES County on 10/03/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/03/2011, 10/10/2011, 10/17/2011, 10/24/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011109251 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/03/2011 The following person(s) is (are) doing business as JC ELECTRIC. The full name of registrant(s) is/are: JASON COOMBS 2241 BEN LOMOND DR. LOS FELIZ, CA 90027. 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/:JASON COOMBS. This statement was filed with the County Clerk of LOS ANGELES County on 10/03/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011109249 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/03/2011 The following person(s) is (are) doing business as MORTAR CHEMICAL AND PESTLE COMPOUNDING PHARMARCY. The full name of registrant(s) is/are: HONG SHONG ENTERPRISES INC. 865 PATRIOT DR. STE 100 MOORPARK, CA 93021. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/10/2011. /s/: ERIC H. ARIMA. This statement was filed with the County Clerk of LOS ANGELES County on 10/03/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011109247 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/03/2011 The following person(s) is (are) doing business as PSYCH-APPEAL. The full name of registrant(s) is/are: MEIRAM BENDAT 341 HUNTLEY DR. WEST HOLLYWOOD, CA 90048. 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/:MEIRAM BENDAT. This statement was filed with the County Clerk of LOS ANGELES County on 10/03/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011109246 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/03/2011 The following person(s) is (are) doing business as TIGHT NATURAL PRODUCTIONS. The full name of registrant(s) is/are: MINIVAN PRODUCTIONS INC. 830 WARREN AVE. VENICE, CA 90291. 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/:DANIEL PERLOFF. This statement was filed with the County Clerk of LOS ANGELES County on 10/03/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011109250 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/03/2011 The following person(s) is (are) doing business as CENTRAL PARK PROMOTIONS. The full name of registrant(s) is/are: ZEEDA M. DANIELE 11304 DONA LOLA DRIVE STUDIO CITY, CA 91604. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/21/2011. /s/: ZEEDA M. DANIELE. This statement was filed with the County Clerk of LOS ANGELES County on 10/03/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011110108 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/04/2011 The following person(s) is (are) doing business as GLENOAKS INDUSTRIAL PARK. The full name of registrant(s) is/are: HAROUT BROUTIAN 12301 BRANFORD STREET SUN VALLEY, CA 91352. 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/:HAROUT BROUTIAN. This statement was filed with the County Clerk of LOS ANGELES County on 10/04/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011110107 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/04/2011 The following person(s) is (are) doing business as T S SQUARE. The full name of registrant(s) is/are: TAK SHING HONG INC. 17520 CASTLETON STREET CITY OF INDUSTRY, CA 91748. 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/:KENNETH HO. This statement was filed with the County Clerk of LOS ANGELES County on 10/04/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FILE NO. 2011-119734
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: HEATHERS NAIL SALON, 1323 LINCOLN BLVD. STE 110, SANTA MONICA, CA 90401. The fictitious business name referred to above was filed on 11/20/2006, in the county of Los Angeles. The original file number of 2011119735. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 10/20/11. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: TRINH HOWARD HOANG/OWNER.
Pub. Oct. 24, 31, Nov 07, 14, 2011
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011110106 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/04/2011 The following person(s) is (are) doing business as APT BUSINESS SERVICES. The full name of registrant(s) is/are: ANNIE TONECK 1615 FOX GLEN DR. DIAMOND BAR, CA 91765. 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/:ANNIE TONECK. This statement was filed with the County Clerk of LOS ANGELES County on 10/04/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011110105 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/04/2011 The following person(s) is (are) doing business as DAWGY FRESH. The full name of registrant(s) is/are: DOUG VORHEES 356 MOLINO AVE. LONG BEACH, CA 90814. 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/:DOUG VORHEES. This statement was filed with the County Clerk of LOS ANGELES County on 10/04/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011110104 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/04/2011 The following person(s) is (are) doing business as BUTLERS HEATING AND AIR. The full name of registrant(s) is/are: MICHAEL D. BUTLER 1808 RAYFENE PLACE POMONA, CA 97167. 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/:MICHAEL D. BUTLER. This statement was filed with the County Clerk of LOS ANGELES County on 10/04/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011110103 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/04/2011 The following person(s) is (are) doing business as LAW OFFICE OF SONIA FIGUEROA-LEE. The full name of registrant(s) is/are: SONIA S. FIGUEROA, ESQ. 3200 WILSHIRE BOULEVARD #11140 LOS ANGELES, CA 90010. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/23/2011. /s/: SONIA S. FIGUEROA, ESQ.. This statement was filed with the County Clerk of LOS ANGELES County on 10/04/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011107740 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/29/2011 The following person(s) is (are) doing business as SHANNON MORRISON CONSULTING. The full name of registrant(s) is/are: SHANNON MORRISON 550 1/2 W. BONITA AVE. CLAREMONT, CA 91711. 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/:SHANNON MORRISON. This statement was filed with the County Clerk of LOS ANGELES County on 09/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011111468 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/05/2011 The following person(s) is (are) doing business as MAY REALTY ADVISORS. The full name of registrant(s) is/are: RED EAGLE ENTERPRISES LTD, INC. 15206 VENTURA BLVD. STE. 302 SHERMAN OAKS, CA 91403. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/2000. /s/: MATTHEW M. MAY. This statement was filed with the County Clerk of LOS ANGELES County on 10/05/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011111114 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/05/2011 The following person(s) is (are) doing business as JACQUELINE ANN IMAGERY. The full name of registrant(s) is/are: JACQUELINE ANN WARD 9334 SIDEVIEW DR. DOWNEY, CA 90240. 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/:JACQUELINE ANN WARD. This statement was filed with the County Clerk of LOS ANGELES County on 10/05/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011111251 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/05/2011 The following person(s) is (are) doing business as MORO ELITE ORGANIZATIONAL, MORO ELITE EVENT PLANNING AND CATERING. The full name of registrant(s) is/are: ROBERT MCCLORE JR. 414 E. 67TH ST. LOS ANGELES, CA 90003, MORRIS E. HYDE 4018 S. HA LOS ANGELES, CA 90062. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/05/2011. /s/: ROBERT MCCLORE JR.. This statement was filed with the County Clerk of LOS ANGELES County on 10/05/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011111113 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/05/2011 The following person(s) is (are) doing business as MAXXI PHOTO, MAXXI FRAME. The full name of registrant(s) is/are: MAX MOULDING INC. 13838 S. FIGUEROA ST. LOS ANGELES, CA 90061. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/01/2011. /s/: ALLEN FANG. This statement was filed with the County Clerk of LOS ANGELES County on 10/05/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011114027 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/13/2011 The following person(s) is (are) doing business as LACE UP CLOTHING. The full name of registrant(s) is/are: ROBERTO ESCARTIN 8468 CHESTNUT AVE. SOUTH GATE, CA 90280. This Business is being conducted by: . The registrant has not yet commenced to transact

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business under the fictitious business name or names listed above. /s/:ROBERTO ESCARTIN. This statement was filed with the County Clerk of LOS ANGELES County on 10/13/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011114028 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/13/2011 The following person(s) is (are) doing business as LEARNING EQUIPMENT SUPPLY SERVICE, LESS. The full name of registrant(s) is/are: GLEN CHUNG 3610 MIDVALE AVE. #202 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)10/01/2011. /s/: GLEN CHUNG. This statement was filed with the County Clerk of LOS ANGELES County on 10/13/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011114647 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/13/2011 The following person(s) is (are) doing business as NEXT GENERATION TALENT. The full name of registrant(s) is/are: ROBERT W. GUSTAFSON 4024 RADFORD AVE. BUILDING 6, SUITE 508 STUDIO CITY, CA 91604, EARLENE GRAY 4024 RADFORD AVE. BUILDING 6, SUITE 508 STUDIO CITY, CA 91604, SACHIKO YAMASAKI 4024 RADFORD AVE. BUILDING 6, SUITE 508 STUDIO CITY, CA 91604. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/07/2011. /s/: ROBERT W. GUSTAFSON. This statement was filed with the County Clerk of LOS ANGELES County on 10/13/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011117161 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/17/2011 The following person(s) is (are) doing business as LO-FI MANAGEMENT, LLC. The full name of registrant(s) is/are: Lo-Fi Music, LLC 2411 Abbot Kinney Blvd. Venice, CA 90291. 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/:. This statement was filed with the County Clerk of LOS ANGELES County on 10/17/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011118612 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/19/2011 The following person(s) is (are) doing business as PLAYA PLANNING. The full name of registrant(s) is/are: Brian J. Barclay 8329 Pershing Dr. Playa Del Rey, CA 90293. 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/:Brian J. Barclay. This statement was filed with the County Clerk of LOS ANGELES County on 10/19/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011118820 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/19/2011 The following person(s) is (are) doing business as TILTUPWARD.ORG. The full name of registrant(s) is/are: Yolanda Wyatt 5786 Rodeo Road Los Angeles, CA 90018. 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/:Yolanda Wyatt. This statement was filed with the County Clerk of LOS ANGELES County on 10/19/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2011-113157
The following person(s) is (are) doing business as: CHICAGO NICK'S, 1827 OCEAN FRONT WALK, VENICE, CA 90291. Full name of registrant(s) is (are) NATALIE MAE KILHEENEY, 1336 YALE ST. #4, SANTA MONICA, CA 90404. This Business is conducted by: AN INDIVIDUAL. Signed: NATALIE KILHEENEY. This statement was filed with the County Clerk of Los Angeles County on 10/07/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 24, 31, Nov 07, 14, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2011-119713
The following person(s) is (are) doing business as: HEATHERS NAIL SALON, 1323 LINCOLN BLVD. STE 110, SANTA MONICA, CA 90401. Full name of registrant(s) is (are) HOA TRINH, 14608 YUKON ST. #19, HAWTHORNE, CA 90250. This Business is conducted by: AN INDIVIDUAL. Signed: HOA TRINH. This statement was filed with the County Clerk of Los Angeles County on 10/20/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 24, 31, Nov 07, 14, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2011-116321
The following person(s) is (are) doing business as: MAD ENTERTAINMENT; FIRE BASE PRODUCTIONS, 1724 MERIDIAN AVE. #A, SO PASADENA, CA 91030. Full name of registrant(s) is (are) JOEL N. SMITH, 1724 MERIDIAN AVE. #A, SO PASADENA, CA 91030. This Business is conducted by: AN INDIVIDUAL. Signed: JOEL N. SMITH. This statement was filed with the County Clerk of Los Angeles County on 10/14/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 24, 31, Nov 07, 14, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2011-118863
The following person(s) is (are) doing business as: MUNDO AMERICANO TRAVEL, INC., 3333 WILSHIRE BLVD. STE 600, L.A., CA 90010. Full name of registrant(s) is (are) MUNDO AMERICANO TRAVEL, INC., 3333 WILSHIRE BLVD. STE 600, L.A., CA 90010. This Business is conducted by: A CORPORATION. Signed: OLGA R. MESTRE. This statement was filed with the County Clerk of Los Angeles County on 10/19/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 24, 31, Nov 07, 14, 2011
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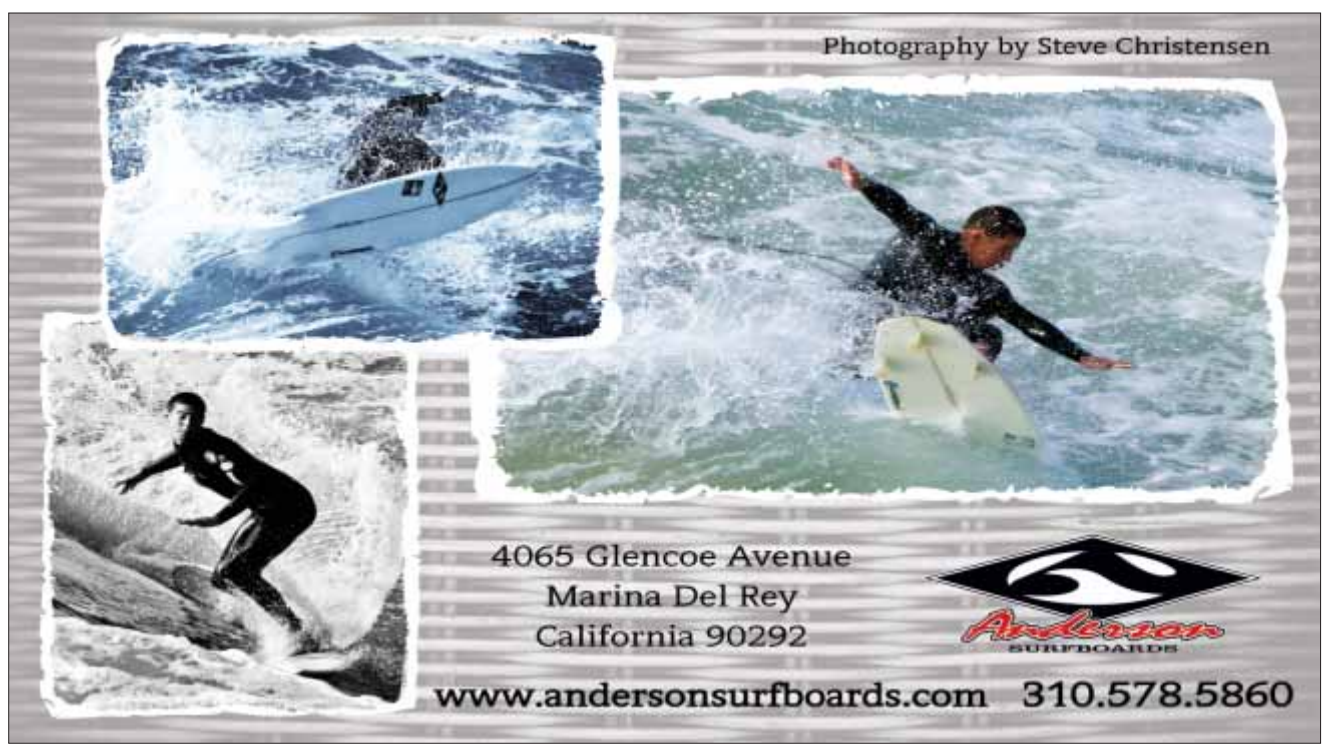
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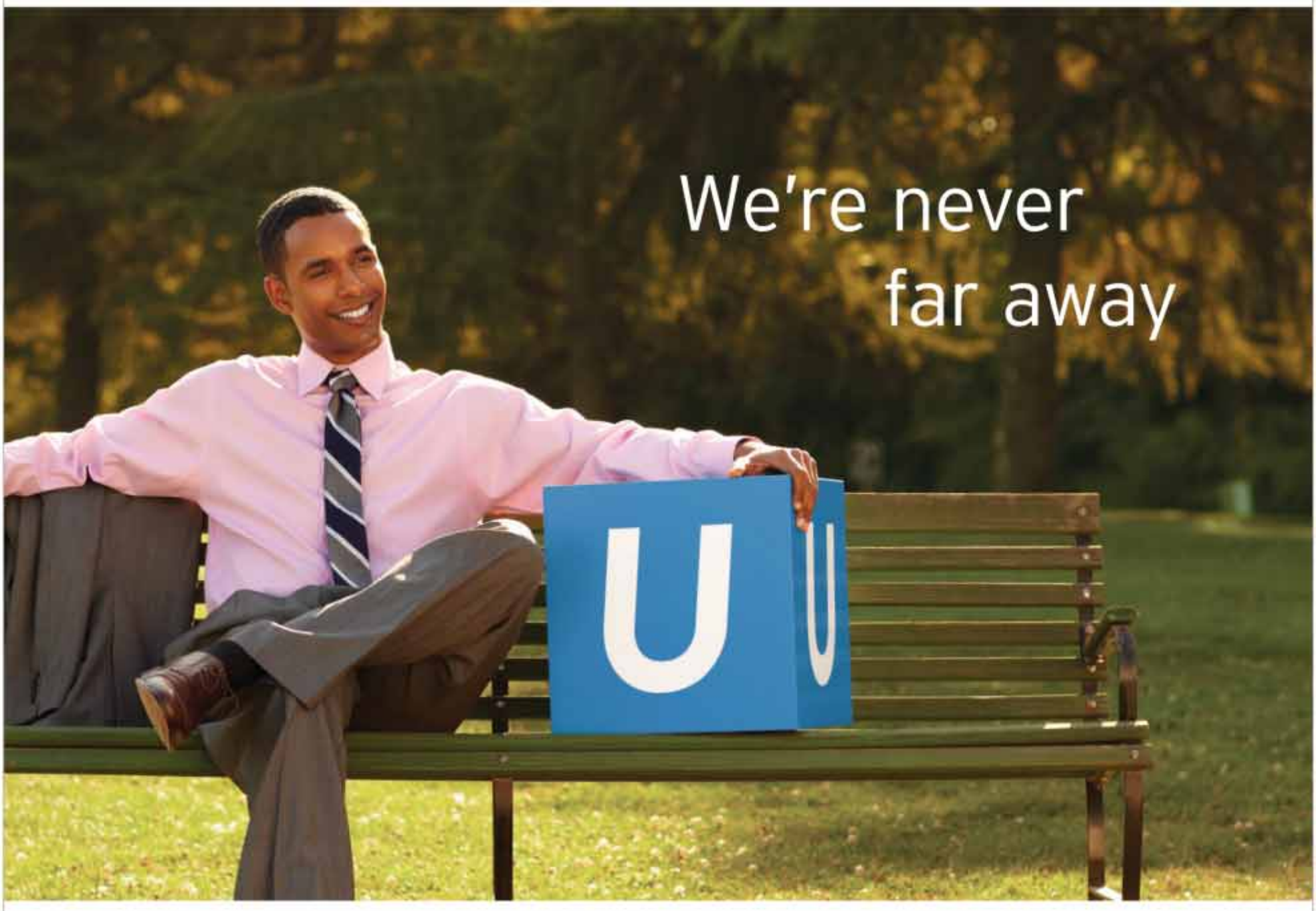
FICTITIOUS BUSINESS NAME STATEMENT
File No. 2011-119125
The following person(s) is (are) doing business as: O.S.I. LITIGATION SERVICES, 4570 VAN NUYS BLVD. #233, SHERMAN OAKS, CA 91403. Full name of registrant(s) is (are) OMAR SHAMMOUT, 4570 VAN NUYS BLVD. #233, SHERMAN OAKS, CA 91403. This Business is conducted by: AN INDIVIDUAL. Signed: OMAR SHAMMOUT. This statement was filed with the County Clerk of Los Angeles County on 10/19/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 24, 31, Nov 07, 14, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2011-118790
The following person(s) is (are) doing business as: S&E LANDSCAPING AND MAINTENANCE, 1717 BELMONT AVE., PASADENA, CA 91103. Full name of registrant(s) is (are) VICTOR BANEGAS, 1717 BELMONT AVE., PASADENA, CA 91103. This Business is conducted by: AN INDIVIDUAL. Signed: VICTOR BANEGAS. This statement was filed with the County Clerk of Los Angeles County on 10/19/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Oct. 24, 31, Nov 07, 14, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011111311 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/05/2011 The following person(s) is (are) doing business as A LA BRAVA PRODUCCIONES REVOLUCIONARIAS. The full name of registrant(s) is/are: A LA BRAVA PRODUCCIONES REVOLUCIONARIAS 673 SOUTH FICKETT STREET LOS ANGELES, CA 90023. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/30/2011. /s/: EDUARDO ESPINOZA. This statement was filed with the County Clerk of LOS ANGELES County on 10/05/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 10/24/2011, 10/31/2011, 11/07/2011, 11/14/2011.







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