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MONDAY, MARCH 17, 2014

Volume 13 Issue 103



BIG DAY FOR A DOG AND HIS BOY
SEE PAGE 3

Santa Monica Daily Press

We have you covered

THE WELCOME BACK, DAVE ISSUE

City Council takes a look at e-cigs

BY KEVIN HERRERA
Editor-in-Chief

CITY HALL Concerned that kids will pick up the unhealthy habit of smoking cigarettes, Councilman Bob Holbrook wants to restrict the use of the electronic version.

Holbrook will ask his colleagues on the dais Tuesday to take a closer look at bans on "vaping" in cities like Los Angeles and New York to see if there is enough research on the health impacts of electronic cigarettes to add them to Santa Monica's comprehensive smoking restrictions, which prohibit smok-

ing tobacco at local beaches, parks, the Third Street Promenade, restaurant patios and even inside apartments.

Holbrook's main concern is that decades of anti-smoking efforts will go up in smoke (or vapor) if teens continue to see "vaping" in public places like restaurants or sporting

events. He believes teens will be enticed to use e-cigs because they can be loaded with liquid cartridges that contain nicotine as well as flavoring like cotton candy and bubble gum. Since there's no smoke released,

SEE E-CIGS PAGE 10

Good results from Olympic schedule alteration

BY DAVID MARK SIMPSON
Daily Press Staff Writer

OLYMPIC HIGH A schedule change that allows students to come in later has been a success at Santa Monica's continuation high school, said Olympic High School Principal Janie Gates.

Gates has decided to stick to the schedule, at least for the rest of the year, thanks to vast attendance improvements in 25 of the school's classes. None of the classes showed a decline in attendance and more than half of the students preferred the change.

The idea to start classes almost an hour later was the brainchild of classroom teacher, Anthony Fuller, who is researching the biological clocks of adolescents at UCLA's Principal Leadership Institute.

"We had been discussing for years the best ways to improve attendance because we have some of the best truants in the district here," Fuller said.

Olympic High School is designed to help kids who are struggling to graduate within the mainstream school system.

Fuller read studies from research teams all across the world, including Taiwan, India, Europe, and the United States, and found that all teens have at least one thing in common: they stay up late.

SEE OLYMPIC PAGE 10



PICTURE PERFECT

Morgan Genser editor@smdp.com
Stella Lavoisne, 8, paints a picture during the Santa Monica Airport ArtWalk on Saturday.

Some state cities are seeking water independence

ALICIA CHANG
AP Science Writer

SANTA MONICA, Calif. Drops of rain fell on Josephine Miller's 1920s bungalow — a watery relief in the midst of a punishing drought. Instead of flowing into storm drains and washing out to sea, an oversized tank harvested the precious resource to keep her thirsty citrus trees and vegetables from shriveling up on dry days.

Across Santa Monica, backyard rain barrels and cisterns are becoming fashionable. Since 2010, the beach city has doled out 385 rebates to homeowners who direct rainwater back into their gardens as part of a broader effort to become water independent that also includes cleaning up contaminated groundwater and recycling water.

"This is kind of a no-brainer, low-hanging fruit solution for anyone," said Miller, who three years ago installed a 205-gallon water storage container, which resembles an upright accordion.

California is gripped by historic parched conditions that have desiccated farmland, dried up reservoirs and forced rural communities to ration water. A welcome dousing late last month did little to break the arid spell.

Even before this latest drought emergency, some agencies that historically draw

SEE WATER PAGE 9

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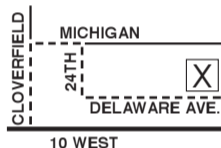
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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, March 17, 2014

Feeling Irish?

O'Brien's Irish Pub

2941 Main St., Call for times

O'Brien's kicks off St. Patrick's Day with a little live music. This popular pub will host Irish-themed music and plenty of drinking songs. For more information, visit obriensonmain.com.

Stretch it out

Annenberg Community Beach House

415 PCH, 9 a.m.

Yoga at the Beach House is a great place to focus your mind, lift your spirits and strengthen your body. Drop in or full five-week session registration available. For more information, visit beachhouse.smgov.net.

Cardio salsa

1450 Ocean

1450 Ocean Ave.,

12:30 p.m. — 2 p.m.

Isabelle Pampillo whips her students into shape with salsa-inspired aerobics. Pampillo was born a dancer at heart and dedicated her entire life to dancing since the age of 4. She specializes in salsa, Los Angeles style and her own Argentine tango.

For more information, call (310) 458-2239.

A little help

Fairview Library

2101 Ocean Park Blvd.,

3:30 p.m.

Drop-in homework help, focused

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on math and reading. Provided by trained volunteers. For grades 1-5. For more information, visit smpl.org.

Time to knit

Fairview Library

2101 Ocean Park Blvd., 5 p.m.

All levels welcome. Bring your own supplies. Ages 8 and up.

For more information, visit fairviewknittingcircle.blogspot.com.

Tuesday, March 18, 2014

Write right

Fairview Library

2101 Ocean Park Blvd., 12 p.m.

Inspiration, guidance, direction and support for writers. For more information, visit smpl.org.

Getting to the (power) point

Main Library

601 Santa Monica Blvd., 4 p.m.

Create professional multimedia presentations with special effects and graphics with PowerPoint. Intermediate level. Seating is first come, first served. For more information, visit the reference desk or call telephone reference at (310) 434-2608.

City Council meets

City Hall

1685 Main St., 5:30 p.m.

The City Council will weigh in on water quality, a resident survey on future development and homeless services. For more information, visit smgov.net.

Los Angeles subway dig finds trove of fossils

THE ASSOCIATED PRESS

LOS ANGELES Scientists have long known that long before hipsters and tourists were crowding Los Angeles' trendy Miracle Mile district, prehistoric animals were doing the same.

Now, thanks to a subway dig, they're discovering that sea lions may have been swimming nearby as well.

An exploratory subway shaft dug just down the street from the Los Angeles County Museum of Art has uncovered a treasure trove of fossils in the land where saber-tooth cats and other prehistoric animals once roamed, the Los Angeles Times reported Saturday.

They include mollusks, asphalt-saturated sand dollars and possibly the mouth of a sea lion dating to 2 million years ago, a time when the Pacific Ocean extended several miles farther inland than it does today.

"Here on the Miracle Mile is where the best record of life from the last great ice age in the world is found," paleontologist Kim Scott said.

The area, dotted today with museums, restaurants, boutiques and apartment buildings, also includes the world-famous La Brea Tar Pits. It was there that mammoths and saber-toothed cats got stuck in the pits' oozy muck, which preserved their skeletons for millennia.

The shaft, dug ahead of work scheduled next year to extend a subway line across LA's west side, is now revealing far more material, including geoducks, clams, snails, mussels and even a 10-foot limb from a pine tree of the type normally now found in central California's woodlands.

The Los Angeles County Metropolitan Transportation Authority is working with Cogstone Resource Management and the nearby George C. Page Museum to identify and preserve the prehistoric cache.

More such discoveries are expected when excavation work begins on a nearby subway station.

"LA's prehistoric past is meeting its subway future," noted transit authority spokesman Dave Sotero.



FIRE ON MONTANA

Bill Bauer editor@smdp.com

Santa Monica and Los Angeles fire fighters responded to a fire on Montana Avenue on Sunday afternoon. Five were injured in the blaze in the popular shopping district. Of those injured, three were Santa Monica Police officers. The injured were transported to a local hospital.

'Peabody & Sherman' tops box office receipts

JESSICA HERNDON

AP Film Writer

LOS ANGELES Street racers couldn't catch a time-traveling dog and his son at the multiplex this weekend.

Though Disney's "Need for Speed" was expected to take the No. 1 position at the box office, DreamWorks' "Mr. Peabody & Sherman" took the lead, with the action film in third place.

The animated movie, about the adventures of a genius dog and the human son he adopted, earned \$21.2 million, according to studio estimates released Sunday. Debuting last weekend at No. 2, the 3-D kiddie-jaunt features voices from "Modern Family" stars Ty Burrell and Ariel Winter.

"Our midweek numbers were very strong, indicating good and positive word of mouth," said Chris Aronson, president of domestic distribution at Twentieth Century Fox. "If anything, this is exceeding (expectations). It's a combination of likable characters and it's a nostalgia play for those who are familiar with the show."

Mr. Peabody and Sherman first appeared in the 1950s and early 1960s on "Peabody's Improbable History," a segment within the animated television series "Rocky and His Friends" and later "The Bullwinkle Show."

"The family marketplace is giving every other genre a run for its money," said Paul Dergarabedian, senior media analyst for box-office tracker Rentrak. "But the St. Patrick's Day effect could be at play here, where families had to exercise their options at the theater rather than the pub. That may have paid off for 'Mr. Peabody.'"

Meanwhile, analysts predicted that "Need for Speed," based on the popular EA Entertainment video game and starring "Breaking Bad" alum Aaron Paul, would come in at No. 1 this weekend. But with \$17.8 million, it arrived at No. 3 in the U.S. But the movie raced to the top of the international box office, bringing in \$45.6 million.

Warner Bros.' warrior drama "300: Rise of an Empire," the 3-D sequel to 2007's "300," dropped to second place, with \$19.1

million, after debuting at No. 1 last weekend. Though its opening haul of \$45.1 million pales in comparison to the original, which debuted with \$70.9 million, "Rise of an Empire" has earned more than \$78 million since its debut.

Tyler Perry's "The Single Moms Club," starring Nia Long and Amy Smart, opened with \$8.3 million at No. 5.

"This is one of Tyler Perry's lowest debuts ever, but he cranks out hits every year for almost decade," Dergarabedian said. "He's allowed a couple of missteps every once in a while."

Leading the year's early trend of films about religion, Fox's "Son of God" grossed \$5.4 million in its third weekend. After opening at No. 2 with \$26.5 million, it dropped to No. 5 in its second week, earning \$10 million. Its performance may indicate that religious stories aren't holding up at box office. Plus "Son of God," starring Diogo Morgado, lacks star power.

However, other upcoming films with a

SEE BOX OFFICE PAGE 9

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LETTERS TO THE EDITOR
Send comments to editor@smdp.com

Who benefits?

Editor:
The law suit and referendum against the Hines project is a big step in the right direction, but the issue at hand is far more than just the Hines project in particular and over development in general.

Residents need to be aware of just who benefits from development revenues. Developers are not the only special interest that determines who gets elected to the Santa Monica City Council.

I'm talking about the elephant in the room feeding at the public trough; the powerful city employee associations and Santa Monicans for Renters' Rights. The 200-member SMRR is running scared and even the 13 member steering committee is changing sides, trying to point the finger solely at developer interests, even though every one on the council has received their endorsements as well. In fact, four current members of the council have received support from SMRR, city employees and developers!

A number of people will be using this issue to run for council this year but most of those candidates will be toadying up to SMMR and the various city employee associations in the hope of receiving their endorsements and contributions, so they will not be supporting the following:

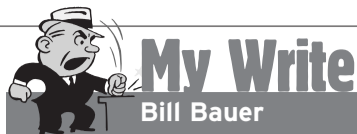
- (1) An immediate moratorium on all development not approved by the residents who are directly impacted.
- (2) Repealing the Land Use and Circulation Element. Nor will they be:
- (3) Speaking out against cronyism and conflict of interest.
- (4) Repudiating any past or present council or SMRR members employed by the city at six-figure salaries, or received excessive consultant fees, or city contracts. None of this is against the law, but it is highly unethical!

SMRR will not release the names of any of their members, or any present and past members of the City Council who work for the city, school district, receive city contracts or consultant fees, etc. Nor will they release the names of any SMRR members living in low-income public housing.

As long as transparency and accountability is lacking in this city it will remain almost impossible to investigate conflict of interest and cronyism, and such egregious corruption will persist, and the coalition between SMRR, city employees and developers will continue to influence elections.

I will support any referendum that calls for a recall of any elected or appointed official that is part of the current ruling coalition. Unfortunately, Bill Bauer made sure that won't happen when he ambushed Armen Melkonians into going on record that he would not use Residocracy to recall members of the council.

Jon Mann
Santa Monica



Send comments to editor@smdp.com

Palihouse: Wrong place, wrong time for this hotel

ONE OF THE CITY'S SMALLER, BUT MORE contentious developments is before the Planning Commission this coming Wednesday evening. It's the granting of a conditional use permit (CUP) for alcohol service at the Palihouse Hotel (formerly Embassy Hotel and Apartments) at 1001 Third St.

Palihouse is in the middle of an R3 residential neighborhood at the intersection of Washington Avenue — surrounded by apartment buildings. There's a senior living center across the street. The 38 guest room hotel has only one on-site parking space.

The owners of this boutique hotel (where rooms cost \$300 per night and up) also own another hipster hotel in West Hollywood known for its "cool vibe."

Santa Monica Palihouse owners (1001 Third Street, LLC) are requesting a CUP to allow "on-site sales, dispensing, and consumption of a full line of alcoholic beverages to hotel patrons and their guests in hotel common areas" which are described as a lobby/lounge area, a 6,500-square-foot front outdoor garden area, a rear outdoor patio and including room-service daily, between 6 a.m. to 2 a.m."

A local CUP is necessary for a type 70 California Alcoholic Beverage Control license for general on sale alcohol services as well as a Type 66 license that allows in-room access (mini-bar) to alcoholic beverages for consumption within guest rooms.

Palihouse's neighbors have complained that the recent conversion of a quiet apartment building into full-fledged hotel with virtually no on-site parking but with food services, valet and other hotel amenities has negatively impacted their quality of life.

Now, Palihouse's owners want to add alcohol 20 hours a day. The nuisance situation will not improve when (or if) the booze starts flowing and will make things much worse for already impacted neighbors.

The site has a controversial history. The Embassy was built in 1927 as an apartment building. In 1979, its former owners registered all 38 units as apartments. Rent control fees were paid on them for 20 years.

In 1980, a request for a hotel exemption was denied by the Rent Control Board. The owners failed to provide any evidence units qualified as hotel rooms.

In 1995, an overlay was created that grandfathered "legally existing hotels" in the R3 zone. The Embassy was an apartment building at the time, however six rooms were illegally being used as short stay hotel rooms.

A dispute between City Hall and the then Embassy owners arose over the property's status as a hotel in 1998. Both parties entered into settlement agreements in 2000 and again in 2011 which resulted in City Hall selling out residential neighborhoods for commercial activity by agreeing that the Embassy Apartments had a right to operate a hotel.

The city attorney should have instead told Embassy owners to "fly a kite" because they were illegally renting out apartments as hotel rooms without a hotel permit or business license. The settlement included a pro-

vision to allow the illegal conversion of 19 rent-controlled apartments into hotel guest rooms.

Even though the Embassy had no legal standing as a hotel, that didn't stop City Hall from negotiating away the peace and quiet of a residential neighborhood without any public notice, process or review. Absolutely disgusting, but par for the course.

Another closed door "secret" settlement agreement was entered into in 2011. It totally ignored City Hall zoning codes which state that neighborhoods must be protected from commercial hotel businesses expanding into residential zones.

The present owners purchased the Embassy in 2012, and renamed it Palihouse. They renovated the property and added guest perks including a lounge, indoor and outdoor dining and other amenities. Three actual rent controlled apartments remain. And, because City Hall claims hotel activity is a "permitted use," neighbors and residents were screwed, again.

As usual, anything hated by residents is supported by staff. This alcohol CUP is no exception although staff recommends conditions for CUP approval such as limited hours of alcohol service — 11 a.m. to 2 p.m. and 4 p.m. to 7 p.m. outside, extending to 9 p.m. inside.

These conditions and regulating the number of patrons/guests will never work. Hotel guests could host a reception in the front patio with 70 to 100 invitees in attendance. Most of the conditions staff recommends will never be enforced because everyone is a "guest of a hotel guest."

Who's going to monitor the hours when alcohol is permitted? Surely not city staff. And, City Hall has a miserable record of enforcing conditions such as these. Complaints will go un-penalized — and neighbors will suffer.

Bottom line: an alcohol CUP/license will exacerbate a non-conforming use, is inconsistent with the Land Use and Circulation Element (LUCE) of the General Plan that protects residential neighborhoods from commercial intrusion and sets a bad precedent for additional hotel conversions which is why it must be flat-out denied.

Residents are now acutely sensitive to threats to our unique quality of life as evidenced by the recent petition drive to overturn the massive Bergamot Transit Village (BTV) development. Because of rumors that three planning commissioners may run for City Council this fall, we'll all be watching this closely.

A big shout out to neighborhood leaders Armen Melkonians, Kate Bransfield and all of you who circulated — and signed — Residocracy.org petitions to overturn the council's approval of the massive project.

A total of 13,440 signatures were collected. It's an embarrassing repudiation of city management, Planning Director David Martin, planning staff and the four city councilpersons (out of seven) who support hideous, traffic generating, overly large or inappropriate developments like Palihouse.

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

PUBLISHER

Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF

Kevin Herrera
editor@smdp.com

MANAGING EDITOR

Daniel Archuleta
daniela@smdp.com

STAFF WRITER

David Mark Simpson
dave@smdp.com

CHIEF PHOTOGRAPHER

Brandon Wise
brandonw@smdp.com

STAFF PHOTOGRAPHER

Paul Alvarez Jr.
editor@smdp.com
Morgan Genser
editor@smdp.com

CONTRIBUTING WRITERS

Bill Bauer, David Pisarra, Charles Andrews, Jack Neworth, Lloyd Garver, Sarah A. Spitz, Taylor Van Arsdale, Merv Hecht, Cynthia Citron, Michael Ryan, JoAnne Barge, Hank Koning, John Zinner, Linda Jassim, Gwynne Pugh, Michael W. Folanis, Lori Salerno, Simone Gordon, Limor Gottlieb, Bennet Kelly

VICE PRESIDENT-BUSINESS OPERATIONS

Rob Schwenker
schwenker@smdp.com

JUNIOR ACCOUNT EXECUTIVE

Rose Mann
rose@smdp.com

OPERATIONS MANAGER

Jenny Medina
jenny@smdp.com

PRODUCTION MANAGER

Darren Ouellette
production@smdp.com

ASSISTANT GRAPHIC DESIGNER

Cocoa Dixon

CIRCULATION

Keith Wyatt
Osvaldo Paganini
ross@smdp.com

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Ad AICPA

Fight to save Southeast hemlocks takes new tack

STEVE SZKOTAK
Associated Press

RICHMOND, Va. A beetle the size of a single grain of rice is the latest best hope for hemlocks in the Southeast that have been felled by the millions by an invasive bug.

The beetle eats only one thing: the hemlock woolly adelgid (uh-DEL-jid), and it does so voraciously.

Researchers are hopeful this new beetle will be a worthy adversary, based on releases of the beetles at sites in Virginia and West Virginia. Like the adelgid, the beetle is native to Japan, and they're adapting to their new surroundings.

The introduction of the beetle is the latest tack to save the hemlock, a daunting task amid fears the evergreen could be facing the same fate as the American chestnut, which was virtually wiped out by a blight.

"We're heading down a path that doesn't look promising for the tree," said James "Rusty" Rhea, an entomologist with the U.S. Forest Service in Asheville, N.C. "If it goes unchecked, we're going to see some catastrophic mortality similar to what we had with the chestnut in the 20s and the 30s and the 40s."

The adelgid has left a terrible path of destruction in forests along the Eastern Seaboard since it was first identified in Virginia in 1951. Its impact has been less severe among interior sections of the Northeast, where long, cold winters keep the pest in check, but it has devastated hemlock stands in Virginia, the Carolinas, Georgia and Tennessee.

The bug has wiped out 90 percent of the hemlocks in Virginia's Shenandoah National Park and has taken a big bite out of stands in the Great Smoky Mountains. Approximately three-quarters of the hemlocks are infested on the East Coast, while the Southeast has seen nearly half of its hemlocks wiped out.

For the woolly adelgid, it's been an all-you-can-eat buffet. The bug eats only hemlocks and it has no native predators.

To combat them, researchers first brought in a beetle from the Pacific Northwest, known by the scientific name of *Laricobius nigrinus*.

"From an anecdotal standpoint, it's been very encouraging," Scott Salom, an entomologist in the College of Agriculture and Life Sciences at Virginia Tech, said of the beetle. "All the managers out there are excited about it."

While effective, the latest anti-adelgid beetle has been more aggressive, with an appetite to match. Its scientific name is *Laricobius osakensis*.

The adelgid literally sucks the life out of hemlocks. Once hatched, they attack the tender shoot of a hemlock's new growth, inserting a filament-like appendage into the base of the needle to feed on cells and wood tissue.

The infestation eventually turns a robust evergreen into what Rhea described as a gray ghost. The ravages of can be seen in the dull, shadowy profiles of hemlocks forests in the Southeast.

While the adelgid was discovered a little more than 60 years ago on the East Coast, it probably had taken up residence in hemlocks decades earlier. They likely hitched a ride on ornamental hemlocks shipped from Japan.

The introduction of this new, improved beetle to combat the bug illustrates the challenge of combatting an invasive species.

While chemical treatments can be used against the infestation, it is considered too labor intensive and expensive. It also raises environmental concerns.

So-called biological controls — using a nonnative predator to kill the invasive pest — also are a time-consuming endeavor.

The perfect match must be made, federal permission is required to bring in a nonnative bug, then it must be quarantined before it can be released to ensure it doesn't introduce a new set of problems. They also must be bred to effective numbers to fight the pest, and introduced to infested hemlock forests.

Reproduction was the problem with the first beetle, the *Laricobius nigrinus*.

"It's a numbers game," Salom said. "We can't produce the numbers we like because they're very hard insect to rear."

While excited by the new beetle, scientists say managing the hemlock-eating pest will likely take a multipronged approach, including chemicals.

Scientists are intent on combatting the adelgids because hemlocks are important ecologically. While hemlocks are cut and milled in New England for siding, in the South they are primarily valued for their ecological role.

Their shade cools streams to a temperature that sustains native trout and they provide shelter for birds that migrate north to nest, such as warblers.

The adelgid has also taken its toll on history.

It killed the old-growth hemlocks at Rapidan Camp that stood when President Herbert Hoover sought relief from Washington's heat during the summer months in the Virginia woods. The hemlocks cooled the waters where Hoover fished for trout.

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The Q-Line

Up in vapor

A tenants' rights group in Santa Monica is asking city officials to ban e-cigarettes, a relatively new technology that delivers nicotine in the form of a vapor instead of smoke.

So, this week's Q-Line question asks:

Do you think e-cigs are dangerous and why?

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 **310-573-8354**.



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CITY OF SANTA MONICA REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed proposals for:

RFP: WORKERS' COMPENSATION LEGAL DEFENSE SERVICES
• Submission Deadline Is April 7, 2014 at 5:00 PM Pacific Time.

The Request for Proposal can be downloaded at:

• <http://vendors.planetbids.com/SantaMonica/QuickSearch.cfm>

Request for Proposals may be obtained by e-mailing your request to fariba.hayashi@smgov.net. Proposals must include forms furnished by the City of Santa Monica.

Vendors interested in doing business with the City of Santa Monica are encouraged to register online at <http://www.smgov.net/finance/purchasing/>

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Earth Talk

By the editors of E Magazine

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Photo by Arnold Paul

BIG CUTS: The European Union reports that by the year 2020 emissions from sectors covered by the Emissions Trading System (ETS) will be 21 percent lower than they were in 2005 and 43 percent lower by 2030. Pictured: A coal-fired power plant in Germany.

Cutting down greenhouse gases

Dear EarthTalk:

If "cap and trade" has worked so well in Europe for reducing greenhouse gas emissions there, why haven't we tried something similar here in the U.S.?

Sandra M
Bern, NC

"CAP-AND-TRADE," WHEREBY BIG POLLUTERS must pay to emit greenhouse gases against a capped total amount that is reduced over time has been in effect across the European Union (EU) since 2005. This so-called Emissions Trading System (ETS) requires 11,000 of the largest electric and industrial facilities in 28 European countries to participate. Some 45 percent of Europe's total greenhouse gas emissions are regulated under the system. Proponents say the ETS has succeeded in keeping greenhouse gas emissions in check and making Europe a global leader on climate. The EU reports that, by 2020, emissions from sectors covered by ETS will be 21 percent lower than they were in 2005 and 43 percent lower by 2030.

But critics argue that Europe's reduced emissions may be more due to the global recession than the ETS, and that the cheap availability of allowances has made it easier for companies to pay to burn coal than to switch to cleaner natural gas or invest more in carbon mitigation technologies. Early in 2014 the EU tightened up its system by cutting the number of new allowances it plans to issue over the next three years by a third while simultaneously creating a "market reserve" to absorb extra allowances as needed.

Meanwhile, Switzerland, New Zealand, Australia, Kazakhstan and South Korea have each set up their own national cap-and-trade programs to varying degrees of success, while regional versions have popped up within Japan, Canada and the U.S.

As to the U.S., whether or not to establish a nationwide cap-and-trade system here has been a hot topic of discussion in Congress. It last came up for a vote in 2010, but never

found enough bi-partisan support to become the law of the land. But in lieu of any federal system, two U.S. regions have undertaken their own attempts at ratcheting down greenhouse gas emissions through market mechanisms:

In 2009, 10 Northeastern states came together to create the Regional Greenhouse Gas Initiative (RGGI), a cap-and-trade system with the goal of reducing regional carbon emissions from the power sector 10 percent from 2009 levels by 2018. Lower emissions than expected over the first five years of the program thanks to many utilities switching over to cleaner burning and increasingly cheaper natural gas as well as less overall economic output due to the recession-led RGGI to lower its overall annual cap from 165 million to 91 million tons in 2014, with a 2.5 percent reduction every year thereafter until 2020. Analysts expect this rejiggering will drive the price of polluting five times higher than it has been and thus force utilities across the region to seek cleaner, greener alternatives to coal as an electricity feedstock.

The other major U.S. cap-and-trade player is California, which launched its own ETS in 2013 with a cap set initially at two percent below 2012 emission levels. The cap will then be reduced three percent a year from 2015-2020. Some 600 facilities are big enough polluters to qualify for participation in the system, which will cover around 85 percent of the state's total greenhouse gas emissions. Given that California in and of itself is the 12th largest economy in the world, its forward-thinking commitment to cap-and-trade gives hope everywhere to fans of marshalling market forces to bring about environmental change.

EarthTalk® is written and edited by Roddy Scheer and Doug Moss and is a registered trademark of E - The Environmental Magazine (www.emagazine.com). Send questions to: earthtalk@emagazine.com. Subscribe: www.emagazine.com/subscribe. Free Trial Issue: www.emagazine.com/trial.

Jersey shore rentals slow in second post-Sandy season

WAYNE PARRY
Associated Press

TOMS RIVER, N.J. In a normal year, many of the prime summer beach house rentals at the Jersey shore would be gone already, snapped up by vacationers months in advance.

This is not a normal year, again.

As the second summer season following Superstorm Sandy approaches, shore rentals are still available because of a combination of factors keeping many renters from making up their minds as quickly as they had in years past. That's good news for vacationers, who could have more options than usual, but not-so-great news for shore towns counting on this summer to be noticeably better than last year's.

Cyndy Yates, of Valley Forge, Pa., is one of the late bookers. She decided last week on a place in Avalon because her usual rental is being renovated.

"We would make our decisions definitely by January at the very latest," she said. "A lot of times, between November and the end of the year, we would know where we were going to rent."

A big factor in the late-developing market, particularly in Ocean County, is the ongoing project to rebuild Route 35. That is the second-busiest highway at the shore, a crucial north-south route winding through beach towns that were among the hardest hit by the Oct. 29, 2012, storm. Lane closures, stop-and-go traffic and heavy equipment tearing up pavement have led to massive backups during the winter.

Another factor is uncertainty over which beaches will be open for the 2014 season as repairs continue in the worst-hit shore towns.

And a seemingly never-ending series of winter storms and frigid temperatures has kept people huddled inside instead of driving to the shore to check out potential vacation spots.

"Right now, traditionally, people from up north drive down and look at rentals," said Lee Childers, a real estate agent who handles properties in some of the hardest-hit areas of Ocean County, between Point Pleasant Beach and Seaside Heights. "To tell it like it is, our challenges are still daunting. A prudent renter may be saying, 'I'm going to go there in June and see what the beach and Route 35 look like.'"

Childers said the pace of rental activity in his region so far is about the same as it was a year ago, when parts of the shore still sat in ruins, but he expects it to pick up soon.

That's good news for New Jersey tourism officials, who are still working on the successor to last year's "Stronger Than The Storm" campaign to entice vacationers back to the shore. Business and local tourism leaders had complained that last year's ads, which didn't start until Memorial Day weekend, came much too late to salvage the season, and called for the 2014 campaign to begin in early January. Virginia Pellerin, a spokes-

woman for the state Economic Development Authority, said no launch date has yet been set for this year's ads.

Some parts of the shore are recovering quicker than others. Lavallette, for instance, has rebounded so well that many property owners have stopped offering the price breaks they had to give last year to attract renters.

Steve Krug, the rentals manager for an agency that rents 300 properties in Lavallette and the Ortley Beach section of Toms River, said the two neighboring towns suffered vastly different levels of damage. Ortley Beach was so devastated by the storm that his agency only managed two rentals there all summer — for a bayside house with a pool.

This year, rental activity is starting to pick up in Ortley Beach, with bargain hunters realizing they can get a house across from the ocean at a 20 percent discount — if they're willing to risk having to listen to hammers and saws during their summer vacation as the neighborhood rebuilds.

Krug said an announcement this month that Toms River plans to have all its beaches open this summer will go a long way toward helping rentals. He said many potential renters were holding off making a commitment until they knew which beaches they could use.

"When I started here in 2001, there was a trend of people booking earlier and earlier," Krug said. "They would say Presidents Day was the signal for people to come down and start making plans. Then it got to be New Year's Day, and finally, it moved to November and even October. It had been falling backward, but it sprang forward last year. This year you're going to see the same thing. All these things are pointing toward a late rush."

An unusually harsh winter has also hurt the rental market so far.

"We see an actual spike in bookings when the snow is gone and the temperature moderates," said Michael Loundy, a Seaside Heights real estate agent who rents properties including the beachfront house that served as home base for MTV's "Jersey Shore" reality series. "We have seen that in the past week with people getting spring fever."

He said the pace of rentals has been about the same as last year's.

"But this is a completely different story in two weeks, as long as we don't have another blizzard," he said. "I think you'll see things get very active."

Ann Delaney, a real estate agent in Avalon, says bookings in her area are up about 10 percent over this point last year. She has noticed a trend over the last six years, since the Great Recession hit, of people being less willing to commit to rentals far in advance.

"People aren't as willing to put down \$4,000 in October for a rental they're not using till the following July," she said. "But now when it gets to be April and May, we don't get nervous because we know it will happen."



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Expo Light Rail Line

Note the following activities:

1. 17th Street 10-day closure with 24-hour work shift for rail installation: 1 a.m. Saturday, March 22 to 6 a.m. Wednesday, April 2.
2. Colorado Avenue between Fourth and 18th streets: Street closures in the east and westbound directions. Expect westbound and eastbound lane closures during daytime hours. Expect reduction of travel lanes during the non-peak daytime hours at Sixth, Seventh, 14th and 17th streets at Colorado Avenue. Alleys on the north side of Colorado between Sixth and 18th streets will have limited access at Colorado. Sidewalk and lane closures on north or south side of Colorado between Sixth and 10th streets.
3. Lincoln Boulevard between Broadway and I-10 Freeway: Expect lane closures during non-peak daytime and nighttime hours. Expect delays.
4. 17th Street between Olympic Boulevard and Broadway: Lane reduction for northbound traffic and street closure in the southbound direction at Colorado, expect delays.
5. Olympic Boulevard between 20th Street and Centinela Avenue: Eastbound lane closures during non-peak hours of 9:30 a.m. to 3 p.m.

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



Crosswalk Restriping Project

Crosswalk restriping will be occurring at the following locations: Wilshire Boulevard from Seventh to Berkeley streets. Montana Avenue from 10th to Princeton streets. 26th Street from Alta to Marguerita avenues. Work will take place between the hours of 8 p.m.-5 a.m. Partial roadway closures are expected. Temporary traffic control signs and barricades will be deployed to guide vehicular and pedestrian traffic in and around the work areas. Questions should be directed to the Public Works Street & Fleet Services Division at (310) 458-4991.

Green Bike Lanes

Construction will continue on Broadway east of Sixth Street and on Main Street south of Colorado Avenue between the hours of 8 a.m.-6 p.m. Partial lane closures will occur. Impact to traffic should be minimal. For more information, contact Hany Demetri, civil engineer, at (310) 458-8721 ext. 5385.

Annual Tree Trimming

The city's annual tree trimming program will take place on Cloverfield Boulevard from Pico to Ocean Park boulevards. On Wilshire Boulevard from Centinela Avenue to 14th Street. And on Seventh Street from Wilshire to Idaho Avenue. Partial Lane closures will occur. All work will take place between 8 a.m.-5 p.m. For further information, contact Matthew Wells, urban forester, at (310) 458-8974.

Santa Monica Airport

Construction will continue for the removal and replacement of electrical cables and connectors for all the existing runway and taxiway lights. This work will take place between the hours of 8 a.m. to 6 p.m. No impact to traffic surrounding the airport. All work will take place within the airport. For more information, contact Carlos Rosales, construction manager, city of Santa Monica, at (310) 458-8721.

The Village

The No. 1 lane will be closed on the 1700 block of Ocean Avenue in the northbound and southbound directions. Also, there will be intermittent closure at the intersection of Ocean Avenue and the future Olympic Drive and Main Street and Olympic Drive for traffic signal and light pole installation. For any questions or concerns, contact Mike Castaneda at (626) 712-6944.

Santa Monica Pier Renewal

Construction will continue and is estimated to conclude in spring 2014. The pier and its businesses will remain open during construction. Contact Curtis Castle, civil engineer, at (310) 458-8721 if you have any questions.

High Place East

There will be delivery trucks throughout the week on Cloverfield Boulevard between I-10 and Virginia Avenue, and on Virginia Avenue between Cloverfield and 27th Street for the development of 45 affordable housing units. Use alternate routes whenever possible. For more information on this project, contact Gary Flora, city of Santa Monica at (310) 458-2645, or Donnie Krueger (949) 254-8153.

SCHOOL SUPPLIES

Success in school depends on a lot more than the right pencils, books and erasers. Studies show that a diet rich in vegetables, fruits and whole grains, along with a healthy lifestyle, can help your child succeed. Find out how good nutrition can lead to great things at MyPyramid.gov.

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WHOLE GRAINS
Snack on ready-to-eat, whole grain cereals or whole grain crackers.

VEGETABLES
Try crunchy vegetables as a school snack.

MILK
Include fat-free or low-fat milk with meals or snacks.

MEAT AND BEANS
Choose lean turkey, chicken, beef or fish for sandwiches.

MyPyramid.gov

BOX OFFICE FROM PAGE 3

biblical thread feature leading men who are more likely to get viewers to theaters. "Noah," out March 28, stars Russell Crowe. And later this year, in the Ridley Scott-directed "Exodus," we'll see Christian Bale as Moses.

Playing in only 66 theaters, Wes Anderson's "Grand Budapest Hotel" landed at No. 8 with \$3.6 million. When it opened last weekend, the stylish comedy showed on just four screens in New York and Los Angeles. Still, it impressed with \$200,000.

Rounding out the top 10 is the Kristen

Bell-starring cult-TV-show-turned-feature "Veronica Mars." Its \$2 million debut was impressive considering the film's funding came from a crowdsourcing campaign, the first high-profile project to do so.

Also opening this weekend was Jason Bateman's directorial debut "Bad Words." Showing in only New York and Los Angeles, the comedy earned \$120,000, one of the biggest per theater averages of the weekend, with \$20,000 per movie house.

Sci-fi action movie "Divergent," based on the Veronica Roth's young adult novel and starring Shailene Woodley, Theo James and Kate Winslet, stands to knock every other film a place or two down when it debuts next weekend.

WATER FROM PAGE 1

their water from the overtapped Colorado River and Sacramento-San Joaquin River Delta have taken steps to slash their dependence on water from outside sources and boost their own supplies. Past drought woes, particularly in the late 1980s and early 1990s, have forced some communities to rethink where their water comes from, and they're increasingly realizing local sources are insurance against future dry weather.

Santa Monica, population 92,000, has perhaps the loftiest goal: to completely wean itself off outside water by 2020. The city long depended on its groundwater wells, but supplies became polluted in the mid-1990s from underground gasoline storage tank leaks and the addition of a fuel additive.

The contamination forced Santa Monica to buy most of its water from the Metropolitan Water District of Southern California, a giant wholesaler that provides drinking water to nearly 19 million people in six counties. Meanwhile, the city used proceeds from settlements with oil companies responsible for the pollution to purge the wells. The cleanup, completed three years ago, allows the city to tap groundwater for up to 70 percent of its water needs.

About 50 miles to the northwest, the semi-agricultural community of Camarillo receives about 60 percent of its water from the State Water Project — a maze of dams, pipes and canals that carries snowmelt from the Sierra Nevada and transports it to points south — that it blends with salty groundwater sources.

The city wants to cut down its imported supplies to 25 percent before 2020 and has invested in a \$50 million regional treatment plant that would pump and treat brackish groundwater into drinking water.

"We want local reliability and the ability to control our own destiny," said Lucia McGovern, deputy director of the city's Public Works Department.

The Southern California port city of Long Beach, which relies on outside water for 40 percent of its drinking water, studied the possibility of building a desalination plant, which separates salt from ocean water. But it was too expensive, and the city is now focused on increasing groundwater supplies.

A recent amendment to a court order deciding groundwater rights would allow Long Beach to pump more water. It's in the very early stages of drawing up a multimillion-dollar plan to build miles of pipelines to move the water.

While maximizing groundwater is key to cutting down on distant imports, which can be fickle depending on the weather, it's not an option for every community.

Groundwater is "not available everywhere and it also depends on the quality,"

said Jennifer Persike, a spokeswoman for the Association of California Water Agencies. "You have to be careful not to overpump it."

While Santa Monica bets on groundwater, it's also investing in other water conservation tactics, including recycling and rain harvesting. Near the touristy Santa Monica Pier, a water recycling plant treats excess irrigation and other urban runoff that is then used to water parks, school grounds and a cemetery.

The city also collects rain. The main library has a 200,000-gallon underground cistern that captures raindrops to water the gardens. Last year, officials installed a smaller cistern that will fill toilets at a newly built library scheduled to open next month.

Since 1997, the city code requires that new construction and remodeled homes must catch the first quarter inch of rain.

During a recent downpour in late February, Miller checked on her cistern, which she bought from a hardware store and installed by rerouting the downspout. She paid \$571 for the tank, which is bolted to the side of her house for earthquake safety, and the city reimbursed her \$250. As rain funneled from the roof into the beige cistern, water from neighboring houses coursed down the street like a river.

Though Miller's yard consists mostly of cactus and succulents — she's in the process of ripping up the last patch of grass — there are orange, lemon and kumquat trees, and a small vegetable bed of green beans, sweet peas and snap peas that need water. A full tank typically can last for months, allowing Miller to tend to her water-needy trees and vegetables on rainless days.

While rainwater capture does little to affect the water table, it does reduce potable water demand.

"I don't think it's as dramatic as buying an electric car, but if everyone in LA did it, imagine the water savings there would be," she said.

Santa Monica officials estimate that rain harvesting, low-flow toilets and other conservation measures save the city about \$326,000 per year. If the city becomes self-sufficient by 2020 as planned mainly by tapping groundwater, it is expected to save \$3 million per year.

"Every drop counts," water resources manager Gil Borboa said.

California's drought has caught the attention of foreign leaders. During a recent three-day swing through California, Israeli Prime Minister Benjamin Netanyahu told Gov. Jerry Brown that the semi-arid country has no water troubles because it emphasizes desalination, wastewater recycling, irrigation that uses less water than traditional sprinklers and other measures.

Kevin Wattier, Long Beach Water Department general manager, said incentives are important, but there's no substitute for educating people to stop watering sidewalks.

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Surf Forecasts

Water Temp: **62.3°**

MONDAY – FAIR – SURF: 2-3 ft knee to waist high occ. 4ft
New long-period WNW/NW swell peaks; stay tuned

TUESDAY – FAIR – SURF: 2-3 ft knee to waist high
WNW/NW swell due to continue, stay tuned

WEDNESDAY – POOR TO FAIR – SURF: 1-2 ft ankle to knee high occ. 3ft
Fading WNW/NW swell; watching winds/weather; stay tuned

THURSDAY – POOR – SURF: 1-2 ft ankle to knee high
WNW groundswell leftovers; NW windswell possibly picking up; watching for increased onshore wind; stay tuned

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 **March 12, 2014**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills — 0
- Number of beach closures due to a sewage spill — 0
- Number of wet days — 6
- Number of A grades for dry/wet weather — 28/22
- Number of (C,D,F) grades for dry/wet weather — 6/18

The Beach Report Card is made possible by: **SMA** Swain Barber Foundation

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

LOCATION	DRY	WET	LOCATION	DRY	WET
Leo Canillo Beach, at Arroyo Sepul Creek mouth.	A+	A+	Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	B
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+	Will Rogers State Beach at Pulga Canyon storm drain.	A+	A+
El Pescador State Beach, between Luchessa and Los Aliso creeks.			Will Rogers State Beach at Temescal Canyon drain.	A+	B
Escorial Canyon at El Matador State Beach.	A+	A+	Will Rogers State Beach at Santa Monica Canyon drain (Chertavago).	A	F
Broad Beach at Trancos Creek mouth.	A+	A+	Santa Monica Beach at Montana Ave. drain.	A+	F
Zuma Beach at Zuma Creek mouth.	A+	A+	Santa Monica Beach at Wilshire Blvd. drain.	A+	F
Walnut Creek, projection of Wildfire Rd. (private).	A+	A+	Santa Monica Municipal Pier.	B	F
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	A+	Santa Monica Beach at Pica/Kanter storm drain.	A	F
Escalante Creek, just east of Escalante State Beach.	A+	A+	Santa Monica Beach at Strand St. (in front of the restaurant).	A+	A+
Lariga Canyon Creek mouth.	A+	A+	Ocean Park Beach at Adolfin Ave. drain.	A	F
Solstice Canyon at San Blocker County Beach.	A+	F	Venice City Beach, at the Rose Ave. storm drain.	A+	B
Puerto State Beach at creek mouth.	A+	A+	Venice Beach at Breaks Ave. drain.	A+	D
Marie Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	C	C	Venice Beach at Windward Ave. drain.	A+	A+
Surfside Beach at Malibu Colony fence.	A+	D	Venice Fishing Pier - 50 yards south.	A+	A+
Surfside Beach (beach location) - daily.	F	F	Venice Beach—projection of Topical St.	A+	B
Malibu Pier - 50 yards east.	F	A+	Malibu del Rey, Mothers' Beach—Shogard tower.	F	F
Carbon Beach at Sweetwater Canyon.	A+	A+	Deckweiler State Beach at Ballena Creek mouth.	A	F
Las Flores State Beach at Las Flores Creek (joint rent).	C	F	Deckweiler State Beach at Calver Blvd. drain.	A	A+
Big Rock Beach at 19948 POH stairs.	A	F	North Westchester Storm Drain at Deckweiler State Beach.	A+	A+
Pena Creek at Los Tunes County Beach.	A+	A+	Deckweiler State Beach at World Way (south of DSW jetty).	A+	D
Tuna Canyon.	A+	ns	Deckweiler State Beach at Imperial Hwy drain.	A+	A+
Tapanga State Beach at creek mouth.	D	F	Deckweiler Beach—opposite Hyperion Treatment Plant.	A+	A+
Carderock Storm Drain at Castle Rock Beach.	ns	ns	Deckweiler State Beach at Grand Ave. drain.	A+	A+
Santa Year Storm Drain at Castle Rock Beach.	ns	F			
Will Rogers State Beach at 17200 POH (1/4 mile east of Sunset drain).	A+	B			

LEGEND

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

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

Heal the Bay

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

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

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E-CIGS

FROM PAGE 1

kids can have an easier time hiding the habit from their parents and teachers.

“We have just worked so hard to stop smoking in public places,” Holbrook said. “This just encourages a new avenue to begin smoking, which is really not in the public’s best interest.

The battery-powered vaporizers, which deliver a form of nicotine and can mimic the feel of traditional cigarettes, are being marketed as a healthier, less difficult way to kick the tobacco habit. It’s one of the reasons why sales of e-cigs have soared from about \$500 million in 2012 to an estimated \$1.5 billion in 2013. That’s a fraction of the tobacco cigarette market — roughly \$100 billion per year — but it reflects rapid growth in contrast to the steady decline in traditional cigarette sales.

Cities have stepped up to regulate the use of e-cigs instead of waiting for the federal government to determine if they are a health hazard or harmless. By not allowing vaping inside bars or nightclubs, e-cig users will suffer the same fate of traditional smokers. They’ll have to leave their friends and the excitement. For some, that was the reason to get a vaporizer in the first place — to not be pushed out.

A tenants’ rights group in Santa Monica is advocating for bans on their use. Santa Monicans for Non-Smoking Renters Rights, which helped pressure the City Council into enacting some of the most comprehensive smoking bans in the country, called on the Planning Commission late last month to recommend the council consider e-cigs to be as dangerous and damaging as tobacco cigarettes.

Willow Evans, a member of that group, went so far as to ask the commission to recommend creating a special category for e-cig shops, granting them permission to open only if they were located a certain distance from schools.

“The thing is, just because the smell isn’t as noxious as cigarettes, doesn’t mean it isn’t toxic to breathe first hand or second hand,” Evans said. “The information that e-cigs are safe is coming from the cigarette companies that bought the e-cig companies. And, those corporations have already been charged with racketeering for withholding evidence that cigarettes are not safe. So whom do we believe about the safety of e-cigarettes, the public health professionals, or the cigarette companies?”

Studies are being released regularly but

there’s no consensus. Since the technology is new, long-term effects cannot be known.

The Food and Drug Administration intends to propose a regulation that would extend the agency’s “tobacco product” authorities, which currently only apply to cigarettes, cigarette tobacco, roll-your-own tobacco, and smokeless tobacco, to other categories of tobacco products that meet the statutory definition of “tobacco product.”

The agency admits further research is needed to assess the potential public health benefits and risks of electronic cigarettes.

Opponents point to some studies showing that those near people vaping can be exposed to nicotine and nanoparticles released in the vapor. One study showed the vapor contained metals like tin, copper and some nickel.

Supporters tout other studies, including one released recently which said they pose no danger to users or bystanders.

“What we are seeing here is not a genuine concern for public health, but a fear that e-cigarettes are going to normalize smoking,” said Julie Woesser, legislative director for Consumer Advocates for Smoke-Free Alternatives, an all-volunteer organization advocating for more diversity in the marketplace when it comes to e-cigs, which they say are 99 percent less hazardous than tobacco cigarettes.

“Anything we do to discourage the adult use of e-cigarettes is working against public health,” Woesser said, because e-cigs have been shown to help kick the addiction to tobacco, which has been blamed for a host of health problems, including cancer, heart disease and emphysema.

Santa Monica Councilman Kevin McKeown said he supports Holbrook’s request for more information.

“From my own contact with people vaping, there doesn’t seem to be the same eye and throat irritation, and since there’s no combustion there is less likelihood of tar and particulates being imposed on a bystander,” he said. “However, vapor may carry nicotine, which remains a concern.

“Our local laws on smoking have been driven by health issues,” he added. “I think we need to understand whether second-hand vapor carries the same carcinogens and has the same negative health impacts as second-hand smoke, and then weigh our legislative options accordingly.”

Councilwoman Gleam Davis is leaning toward adding e-cigs to the city’s current tobacco ban, but also would like more research.

kevinh@smdp.com

OLYMPIC

FROM PAGE 1

“There’s plentiful research out there that shows that they’re not getting to bed,” he said. “But it turns out it’s not social media or video games.”

It likely has something to do with two of the hormones, melatonin and cortisol, that regulate our circadian rhythms, he said. As teenagers, new hormones are being released and they’re all out of whack.

Fuller brought the idea of opening at 9:15 a.m. to his colleagues last year. Given that Olympic is about a 20th of the size of Santa Monica High School, making the change was easier.

Still, Fuller says that later openings would benefit all the high schools in the district. He will present his findings to the Board of Education at a meeting later this year.

“I think it could definitely work across the board,” he said.

About 30 percent of the students that Fuller polled did not like the change. Olympic added an extra optional class at the

beginning of the day, from 8:45 to 9:15 a.m. All of the teachers have shifted their prep periods to the beginning of the day. They are working the same number of hours and complying with the union’s standards, he said. The teachers like the change, he said.

Fuller hopes that down the road they can work out a system that would allow the early risers to take the morning class and leave early.

He continues to monitor data from the changes and says that anecdotally he’s still seeing attendance improvements. He’s also monitoring academic improvements and will have more information on that later this year.

“I think some people are resistant to the idea because they think it’s coddling the students,” he said. “They like to talk about walking to school in the snow uphill both ways and it’s all a fantasy. These students today have an unbelievable amount of pressure on them and if we can make changes that will help make them more successful then we should.”

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Djokovic beats Federer to win Indian Wells title

BETH HARRIS
AP Sports Writer

INDIAN WELLS, Calif. Novak Djokovic beat Roger Federer 3-6, 6-3, 7-6 (3) to win the BNP Paribas Open for the third time on Sunday.

Federer rallied from a break down and a 5-3 deficit in the third set to force the tiebreaker, but he made a slew of mistakes to lose the 33rd meeting between the rivals.

Federer still leads the series 17-16, having beaten Djokovic in three sets in the semifinals at Dubai two weeks ago. Djokovic will remain No. 2 in the world, while Federer will rise three spots to No. 5 on Monday in the ATP Tour rankings.

Flavia Pennetta routed injured Agnieszka Radwanska 6-2, 6-1 to win the women's title, the biggest of her career.

Federer was trying to win a record fifth title in the desert, and at 32, he would have been the oldest Masters 1000 winner since 34-year-old Andre Agassi won at Cincinnati in 2004.

But Djokovic wouldn't allow it.

After Federer breezed to the first set in 31 minutes, Djokovic settled down and locked into the punishing rallies that marked most of the match. He earned the lone break of the second set to go up 5-3 after Federer pulled a forehand wide.

Djokovic got the early break in the third, again on one of Federer's forehand errors, to lead 2-1. His 112-mph ace gave him a 4-2 lead, and he extended it to 5-3 with a backhand winner down the line.

Federer served a love-game to trail 5-4 and then broke Djokovic on a forehand error to tie the set, 5-5. Federer held at love again and Djokovic gave up just one point on his serve for a 6-all tie.

The Serb raced to a 5-1 lead in the tiebreaker, helped by four errors from Federer. Another of Federer's forehand errors gave Djokovic a 6-2 lead before the Swiss star's ace ensured Djokovic would have to win the match on his serve. He did, when Federer's backhand landed in the net.

Djokovic's victory evened their rivalry on hard courts at 13 wins apiece.

A year ago, Pennetta was close to retiring from tennis.

Her ranking plunged to 166th in the world in June, and she had struggled to rebuild her career after having right wrist surgery the previous August.

Now she's glad she stuck around.

"After so many years, so much work and

everything, this is the moment I always waited for," she said. "And it's coming when you don't expect. It was something I was waiting since long time, and finally I have a good trophy in my hands."

Actually, the crystal trophy was so heavy, she didn't hoist it for photographers.

The 32-year-old Italian became the third-oldest winner of the desert tournament after Martina Navratilova, who won at age 33 and again at 34 in 1990-91. It was Pennetta's first title since winning at Marbella in 2010.

"We are old, but we still good athletes," Pennetta said. "We are strong. We have so many years on the tour, and we know how to handle the emotion and everything."

As the 20th seed, Pennetta became the lowest seed to win the title. She came in ranked 21st and is projected to rise to No. 12 in the world Monday in the WTA Tour rankings. She beat top-seeded Li Na in the semifinals on her way to winning the title worth \$1 million.

Radwanska, seeded second, was bothered with a left knee injury during the final. She twice called for the trainer in the second set and had her knee heavily taped. She was in tears apologizing to the sympathetic crowd afterward, saying she was unable to run.

"I had the tape stronger and stronger every changeover," Radwanska said. "I thought that going to help, but not really. Didn't work."

Pennetta threatened from the first game of the match, when she held two break points and had one more in the third game. She finally converted in the fifth game on Radwanska's errant backhand, then broke again in the seventh game on the Pole's forehand error. Pennetta won the final five games to wrap up the first set, 6-2.

Radwanska held for a 1-0 lead in the second before she got the trainer on court and Pennetta called for her coach. Pennetta staved off a break point to hold at 1-1, the last challenge Radwanska offered before it became evident she wasn't herself.

Radwanska said she hurt her knee a few days ago in practice.

"I just didn't expect it was going to be much worse today," she said. "But when the pain is so big that nothing is working — no painkillers, no tape — that means it is bad."

Pennetta's lob over Radwanska, who didn't even try to go after it, helped her earn the break and a 2-1 lead. The Italian swept the last six games, with Radwanska ending the match on three consecutive errors.

She earned \$500,000.



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Lego Movie in 3D (PG) 1hr 40min
4:05pm, 9:45pm

Tyler Perry's Single Moms Club (PG-13) 1hr 41min
1:15pm, 4:15pm, 7:10pm, 10:05pm

Monuments Men (PG-13) 1hr 50min
1:45pm, 4:30pm, 7:20pm, 10:15pm

Lego Movie (PG) 1hr 40min
1:30pm, 7:00pm

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300: Rise of an Empire (R) 1hr 42min
11:00am, 1:55pm, 4:50pm, 10:30pm

300: Rise of an Empire 3D (R) 1hr 42min

11:55am, 2:45pm, 5:30pm, 8:30pm, 10:00pm

Need for Speed (PG-13) 2hr 10min
11:00am, 4:40pm, 10:20pm

Mr. Peabody & Sherman (PG) 1hr 30min
11:00am, 1:25pm, 4:05pm, 6:45pm

Mr. Peabody & Sherman 3D (PG) 1hr 30min
11:30am, 2:15pm, 5:00pm, 7:40pm, 9:30pm

Non-Stop (PG-13) 1hr 50min
11:15am, 2:10pm, 5:10pm, 8:00pm, 10:45pm

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Right Kind of Wrong (NR) 1hr 37min
1:30pm, 4:10pm, 7:00pm, 9:30pm

Her (R) 2hrs
9:45pm

Art of the Steal (R) 1hr 30min
1:40pm, 4:20pm, 7:10pm, 9:40pm

12 Years a Slave (R) 2hrs 13min
4:00pm

Tim's Vermeer (PG-13) 1hr 20min
1:50pm, 7:30pm

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

TRY A NEW SPOT TONIGHT, AQUARIUS

ARIES (March 21-April 19)

★★★★ Your instincts will help you understand a partner's needs. Be sensitive with this person. Understand that you are capable of expressing unusual sensitivity. You might find that you're not sure how much to give. Tonight: Get into the St. Paddy's Day mood.

TAURUS (April 20-May 20)

★★★★ Speak your mind. You'll sense a change in someone's demeanor that could concern you. Your efforts count more than you realize. Approach a new situation in a different way. Follow your intuition in order to understand someone's odd reaction. Tonight: Paint the town green.

GEMINI (May 21-June 20)

★★★★ You might not be in the right shape to do what is necessary. You could find that relating to a child tests your need to control a situation. Your creativity will charge any interaction you have now, especially if you embrace the Irish spirit. Tonight: Enjoy the moment.

CANCER (June 21-July 22)

★★★ Pressure builds, and there are many options. You have a strong intuitive sense today that you'll put to good use. A discussion with a loved one could be difficult. You might feel as if you have too much to juggle. Tonight: At home.

LEO (July 23-Aug. 22)

★★★★ Make yourself available for calls and others' inquiries. You will receive a spontaneous invitation that you would like to say yes to, but it might force you to cancel other established plans. Only you can choose what to do. Tonight: Whatever makes you happy.

VIRGO (Aug. 23-Sept. 22)

★★★★ You could go overboard when celebrating your Irish heritage. You might feel uncomfortable when someone brings up your tendency to overindulge. A loved one might try to encourage this conversation, which he or she could feel is long overdue. Tonight: Try to relax.

LIBRA (Sept. 23-Oct. 22)

★★★★ You might have made plans with someone, only to have a last-minute change occur. Be gracious, because you could have an even better time opting to be spontaneous. Tonight: Party away.

SCORPIO (Oct. 23-Nov. 21)

★★ If you want to let go of a tradition or decide not join in with the shamrocks and the green-themed parties, make it OK. It is quite possible that you need a break from rituals, so take it. Tonight: Not to be found.

SAGITTARIUS (Nov. 22-Dec. 21)

★★★★ You'll want to network rather than be stuck in a meeting. You will feel 100 percent Irish today. Nothing makes you as happy as being the party animal you naturally are. Try to get started early on in your Irish transformation. Tonight: With friends.

CAPRICORN (Dec. 22-Jan. 19)

★★★ You naturally take the lead, whether you're at work or out socializing. Take charge - be it at the office, at home or at a St. Paddy's Day party. You might need to distance yourself from a situation that is evolving into a power play. Tonight: A must appearance.

AQUARIUS (Jan. 20-Feb. 18)

★★★★ Your mind wanders today to distant places or people far away. You might need to carefully rethink a decision involving a personal matter. How much are you really willing to reveal? Recognize a limitation instead of avoiding it. Tonight: Try a new spot.

PISCES (Feb. 19-March 20)

★★★★ One-on-one relating could take a new twist, as long as you remain open-minded. Perhaps a discussion about long-term goals with a close friend needs to happen. You also might find that you are changing your values and the kind of people you are with. Tonight: Go with the flow.

Monday, March 17, 2014

JACQUELINE BIGAR'S STARS

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

This year you have to handle more than your share of demands, especially those that revolve around a special relationship. You often might not see eye-to-eye with this person, but you learn from each other, as you both present different perceptions that are valid. If you are single, you probably will date a lot and grow as you come to understand the various personalities you will encounter. If you are attached, the two of you benefit from a healthy dose of nostalgia and romance. You often wonder how much to give and when to say "enough." Open up this discussion with your significant other. LIBRA is as romantic as you are.

INTERESTED IN YOUR DAILY FORECAST?
Check out the HOROSCOPES above!

Speed Bump

By Dave Coverly



Strange Brew

By John Deering



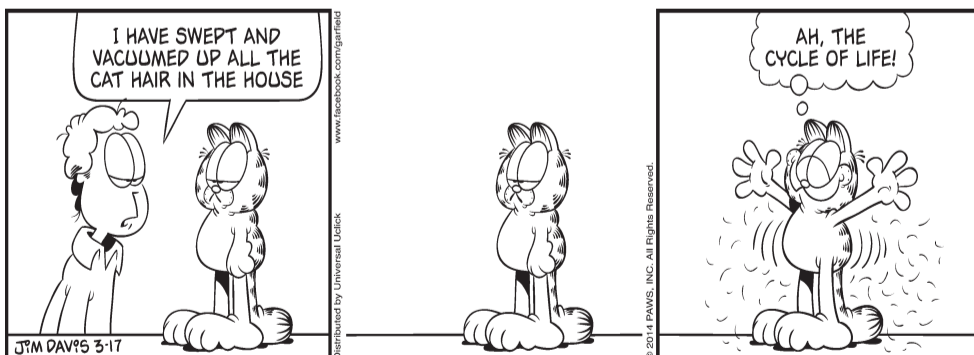
Dogs of C-Kennel

By Mick and Mason Mastroianni



Garfield

By Jim Davis



The Meaning of Lila

By John Forgetta & L.A. Rose



Sudoku

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

Difficulty Level ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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



MYSTERY PHOTO

Daniel Archuleta daniela@smdp.com

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to editor@smdp.com. Send your mystery photos to editor@smdp.com to be used in future issues.

CROSSWORD

By THOMAS JOSEPH

ACROSS

- 1 St. Patrick's Day marchers
- 6 Office notes
- 11 Former capital of India
- 12 Sports venue
- 13 Dropped tomato sound
- 14 St. Patrick's Day color
- 15 Bearing
- 17 Chiding sound
- 18 Gets going
- 22 Dorothy's dog
- 23 Ashtray user
- 27 Put up
- 29 Barrel piece
- 30 Secretly eye
- 32 Bread spread
- 33 Employees
- 35 Feeling down
- 38 Math course
- 39 County north of Limerick
- 41 Swore
- 45 Playful mammal
- 46 Gladden
- 47 Frogs' kin
- 48 More peculiar

DOWN

- 1 Check-cashing needs
- 2 Dem.'s foe
- 3 Sick
- 4 St. Patrick's Day symbols
- 5 Words to the maestro
- 6 Champagne bottles
- 7 Mess up
- 8 Convene
- 9 Small bills
- 10 Went under
- 16 Twisty turn
- 18 Dance move
- 19 Ripped
- 20 Suit to —
- 21 Leprechaun's treasure
- 24 Hardy cabbage
- 25 At any time
- 26 Old autos
- 28 Rags
- 31 Black gunk
- 34 The cops, in slang

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

Saturday's answer

- 35 Glasgow native
- 36 Singing voice
- 37 Poll numbers
- 40 Wine choice
- 42 Bankroll
- 43 Summer in Paris
- 44 German article

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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				
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39			40			41		42	43	44
45						46				
47						48				

3-17

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NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ The ecology-conscious city (having recently encouraged routine composting of dinner leftovers) is now considering environment-friendly public urinals such as the PPlanter created by engineer Brent Bucknum. Users urinate into a ceramic basin and flush the waste with run-off hand-washing water into a bed of bamboo plants. Bucknum claims minimal maintenance and an odor-free experience, but on the other hand, only a user's midsection area is blocked from public view -- a concession necessitated by San Francisco's sour experience with lockable public toilets, which shielded sex acts and crime. (A less-elaborate structure -- the open-air, similarly privacy-challenging "pPod" -- is currently being readied for deployment in the city's Dolores Park.)

■ Branko Bogdanov, 58, his wife, Lela, 52, and daughter Julia, 34, were arrested in March and charged in a 10-year shoplifting enterprise run out of their upscale Northbrook, Ill., home, which they allegedly used as a base while prowling stores in states as far away as Florida, stealing high-end toys and jewelry, which they resold on eBay and to their fences. Police estimate the Bogdanovs swiped as much as \$7 million worth on their forays -- many items being stashed in Lela's customized flowing skirts with hidden pockets.

TODAY IN HISTORY

1939 - Second Sino-Japanese War: Battle of Nanchang between the Kuomintang and Japan begins.

1941 - In Washington, D.C., the National Gallery of Art is officially opened by President Franklin D. Roosevelt.

1942 - Holocaust: The first Jews from the Lvov Ghetto are gassed at the Belzec death camp in what is today eastern Poland.

1945 - The Ludendorff Bridge in Remagen, Germany, collapses, ten days after its capture.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014019959 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/24/2014 The following person(s) is (are) doing business as **NOEL ACUPUNCTURE CLINIC**. 1322 S. CENTINELA AVE. #8, LOS ANGELES, CA 90025. The full name of registrant(s) is/are: **ALEXIS NOEL** 1322 S. CENTINELA AVE. #8 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:/ALEXIS NOEL. ALEXIS NOEL. This statement was filed with the County Clerk of LOS ANGELES County on 01/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014035082 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/10/2014 The following person(s) is (are) doing business as **FOOD SAFETY TRAINING INSTITUTE**. 1507 BELOIT AVE. #7, LOS ANGELES, CA 90025. The full name of registrant(s) is/are: **ALEXANDER KASHEF** 1507 BELOIT AVE. #7 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:/ALEXANDER KASHEF. ALEXANDER KASHEF. This statement was filed with the County Clerk of LOS ANGELES County on 02/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014045069 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/20/2014 The following person(s) is (are) doing business as **REIS NETWORK, WBE.NET, WORLD BUSINESS EXCHANGE NETWORK**. 4640 ADMIRALTY WAY #500, MARINA DEL REY, CA 90292. The full name of registrant(s) is/are: **CAROCO INC.** 4640 ADMIRALTY WAY #500 MARINA DEL REY, CA 90292. 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:/CATHERINE ROBY. CAROCO INC. This statement was filed with the County Clerk of LOS ANGELES County on 02/20/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014042627 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/18/2014 The following person(s) is (are) doing business as **CREATIVE LEARNING STUDIO**. 407 15TH STREET, SANTA MONICA, CA 90402. The full name of registrant(s) is/are: **STEFANIE GREENBERG** 407 15TH STREET SANTA MONICA, CA 90402. 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:/STEFANIE GREENBERG. STEFANIE GREENBERG. This statement was filed with the County Clerk of LOS ANGELES County on 02/18/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014039898 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/13/2014 The following person(s) is (are) doing business as **CAST PARTNER**, 922 FORMOSA. 922 FORMOSA AVE., LOS ANGELES, CA 90046. The full name of registrant(s) is/are: **CAST PARTNER, INC.** 922 FORMOSA AVE. LOS ANGELES, CA 90046. This Business is being conducted by: a Corporation. The regis-

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trant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/BENJAMIN SEALEY. CAST PARTNER, INC. This statement was filed with the County Clerk of LOS ANGELES County on 02/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014038962 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/12/2014 The following person(s) is (are) doing business as **ISIS MORTUARY**. 616 ALTA AVE, SANTA MONICA, CA 90402. The full name of registrant(s) is/are: **CHERYL LYNN NAWORTH** 616 ALTA AVE SANTA MONICA, CA 90402. 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:/CHERYL LYNN NAWORTH. CHERYL LYNN NAWORTH. This statement was filed with the County Clerk of LOS ANGELES County on 02/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014032094
Current File No. 2012058521
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
SANTA MONICA WATER POLO FOUNDATION
Registered owners: AMATTHEW FLANDERS AND JULIE FLANDERS, 12616 RUBENS AVE., LOS ANGELES, CA 90066
This business is conducted by: A MARRIED COUPLE
/s/MATTHEW FLANDERS
This statement was filed with the County Clerk of Los Angeles County on 02/05/2014.
SANTA MONICA DAILY PRESS to publish 03/03/2014, 03/10/2014, 03/17/2014, 03/24/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 020192 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/24/2014 The following person(s) is (are) doing business as **YANG LANGUAGE ACADEMY**. 1130 S. FLOWER ST. APT. 114, LOS ANGELES, CA 90015. The full name of registrant(s) is/are: **SHUANG YANG** 1130 S. FLOWER ST. APT. 114 LOS ANGELES, CA 90015. This Business is being conducted by: A Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/21/2014. /s/: SHUANG YANG. SHUANG YANG. This statement was filed with the County Clerk of LOS ANGELES County on 01/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014020194 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/24/2014 The following person(s) is (are) doing business as **LOVE IN FASHION**. 1015 S. CROCKER ST. #S15, LOS ANGELES, CA 90021. The full name of registrant(s) is/are: **BERESHITH, INC.** 3732 MONTROSE AVE. LA CRESCENTA, CA 91214. This Business is being conducted by: A Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: MONICA CHANG. BERESHITH, INC. This statement was filed with the County Clerk of LOS ANGELES County on 01/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014020190 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/24/2014 The following person(s) is (are) doing business as **COMMERCIAL MORTGAGE BROKER**, LOS ANGELES CBD, SANTA MONICA CBD. 1305 CASIANO ROAD, LOS ANGELES, CA 90049. The full name of registrant(s) is/are: **FINANCIAL COMPOUND, INC.** 1305 CASIANO ROAD LOS ANGELES, CA 90049. This

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Business is being conducted by: A Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/02/2014. /s/: Michael Schwartz. FINANCIAL COMPOUND, INC. This statement was filed with the County Clerk of LOS ANGELES County on 01/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014022936 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/28/2014 The following person(s) is (are) doing business as **DM PRODUCTIONS**. 16901 MERIT AVE., LOS ANGELES, CA 90247. The full name of registrant(s) is/are: **DEREK MARTIN** 16901 MERIT AVE. LOS ANGELES, CA 90247. This Business is being conducted by: A Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/22/2014. /s/: DEREK MARTIN. DEREK MARTIN. This statement was filed with the County Clerk of LOS ANGELES County on 01/28/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 022931 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/28/2014 The following person(s) is (are) doing business as **LEGNO IMPORTS**. 11652 KIOWA STREET #7, LOS ANGELES, CA 90049. The full name of registrant(s) is/are: **ADAM BENNETT** 11652 KIOWA STREET #7 LOS ANGELES, CA 90049. This Business is being conducted by: A Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/16/2013. /s/: ADAM BENNETT. ADAM BENNETT. This statement was filed with the County Clerk of LOS ANGELES County on 01/28/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS

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NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 026827 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/31/2014 The following person(s) is (are) doing business as **A PART TOGETHER**. 4133 SUNSET DRIVE, LOS ANGELES, CA 90027. The full name of registrant(s) is/are: **NO SUBJECT LLC** 4133 SUNSET DRIVE LOS ANGELES, CA 90027. This Business is being conducted by: A Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/Jaclyn R. Johnson. NO SUBJECT LLC. This statement was filed with the County Clerk of LOS ANGELES County on 01/31/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 026829 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/31/2014 The following person(s) is (are) doing business as **LIGUE DE FOOTBALL DE LA SOCIETE OFFICIELLE**. 1940 S. MARVIN AVE., LOS ANGELES, CA 90016. The full name of registrant(s) is/are: **RAMON ANTONIO GUTIERREZ** 1940 S. MARVIN AVE. LOS ANGELES, CA 90016. This Business is being conducted by: A Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s:/RAMON ANTONIO GUTIERREZ. RAMON ANTONIO GUTIERREZ. This statement was filed with the County Clerk of LOS ANGELES County on 01/31/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/24/2014, 03/03/2014, 03/10/2014, 03/17/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014030294 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/04/2014 The following person(s) is (are) doing business as CALIFORNIA DISTRIBUTING CO.. 14014 NORTHWEST PASSAGE UNIT 345 , MARINA DEL REY, CA 90292. The full name of registrant(s) is/are: JACK DALE RAWNSLEY 14014 NORTHWEST PASSAGE UNIT 345 MARINA DEL REY, CA 90292. This Business is being conducted by: An Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: JACK DALE RAWNSLEY. JACK DALE RAWNSLEY. This statement was filed with the County Clerk of LOS ANGELES County on 02/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/03/2014, 03/10/2014, 03/17/2014, 03/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 034753 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/07/2014 The following person(s) is (are) doing business as BIG SHRIMPS FISH GRILL. 123 E. COLORADO BLVD. , MONROVIA, CA 91016. The full name of registrant(s) is/are: MARK MAHFOUZ 324 S. DIAMOND BAR BLVD. #425 DIAMOND BAR, CA 91765, PETER ISKANDER 324 S. DIAMOND BAR BLVD. #425 DIAMOND BAR, CA 91765, DANIEL KORT 324 S. DIAMOND BAR BLVD. #425 DIAMOND BAR, CA 91765. 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/: MARK MAHFOUZ. MARK MAHFOUZ, PETER ISKANDER, DANIEL KORT. This statement was filed with the County Clerk of LOS ANGELES County on 02/07/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/03/2014, 03/10/2014, 03/17/2014, 03/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 033376 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/06/2014 The following person(s) is (are) doing business as CASA DIEGO, CHIVO. 325 PIER AVENUE , HERMOSA BEACH, CA 90254. The full name of registrant(s) is/are: GROOVY BUSINESS INC. 2711 N. SEPULVEDA BLVD. #314 MANHATTAN BEACH, CA 90266. 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/: PASCALE MCCracken. GROOVY BUSINESS INC.. This statement was filed with the County Clerk of LOS ANGELES County on 02/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a

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fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/03/2014, 03/10/2014, 03/17/2014, 03/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 033380 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/06/2014 The following person(s) is (are) doing business as AUTO PROTECTION SERVICING. 5800 HANNUM AVE. SUITE D , CULVER CITY, CA 90046. The full name of registrant(s) is/are: ORGANIC DATA INC. 5800 HANNUM AVE. SUITE D CULVER CITY, CA 90046. This Business is being conducted by: A Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 01/31/2014. /s/: MIKE TURIN. ORGANIC DATA INC.. This statement was filed with the County Clerk of LOS ANGELES County on 02/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/03/2014, 03/10/2014, 03/17/2014, 03/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 032090 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/05/2014 The following person(s) is (are) doing business as LEX MARTIN. 2659 S. BARRINGTON AVE. #012 , LOS ANGELES, CA 90064. The full name of registrant(s) is/are: JENNIFER MEILS 2659 S. BARRINGTON AVE. #012 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/: JENNIFER MEILS. JENNIFER MEILS. This statement was filed with the County Clerk of LOS ANGELES County on 02/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/03/2014, 03/10/2014, 03/17/2014, 03/24/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014057428 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 03/04/2014 The following person(s) is (are) doing business as NEUROLOGICAL ASSOCIATES OF WEST LOS ANGELES. 2811 WILSHIRE BLVD. #790 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: SHELDON E. JORDAN, MD, INC 429 PUERTO DEL MAR PACIFIC PALISADES, CA 90272, EDWARD J. O CONNOR, MD, INC 1535 WILSON AVE. SAN MARINO, CA 91108, RUSS T. SHIMIZU, MD, INC 13524 LUCCA DR. PACIFIC PALISADES, CA 90272, MARISA C. CHANG, MD, INC 10532 PUTNEY RD. LOS ANGELES, CA 90064, DANIEL FRANC, MD, INC 23777 MULHOLLAND HWY. SPC. 95 CALABASAS, CA 90272. This Business is being conducted by: an Unincorporated Association other than a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 1/1/09. /s/: EDWARD J. O

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CONNOR, MD. SHELDON E. JORDAN, MD, INC, EDWARD J. O CONNOR, MD, INC, RUSS T. SHIMIZU, MD, INC, MARISA C. CHANG, MD, INC, DANIEL FRANC, MD, INC. This statement was filed with the County Clerk of LOS ANGELES County on 03/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014060090 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/06/2014 The following person(s) is (are) doing business as SANTA MONICA BICYCLE EXPO. 205 WASHINGTON AVE. #211 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: CHARLES GILLIAM 205 WASHINGTON AVE. #211 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: CHARLES GILLIAM. CHARLES GILLIAM. This statement was filed with the County Clerk of LOS ANGELES County on 03/06/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014053648 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/27/2014 The following person(s) is (are) doing business as RASCALZ PRODUCTIONS. 1326 S. RIDGELEY DRIVE #4 , LOS ANGELES, CA 90019. The full name of registrant(s) is/are: ZACHARY HELMLY 1326 S. RIDGELEY DRIVE #4 LOS ANGELES, CA 90019. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: ZACHARY HELMLY. ZACHARY HELMLY. This statement was filed with the County Clerk of LOS ANGELES County on 02/27/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014040832 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/14/2014 The following person(s) is (are) doing business as SKIP ABELSON DESIGN FABRICATION. 217 RENNIE AVE. , VENICE, CA 90291. The full name of registrant(s) is/are: SKIP ABELSON DESIGN FABRICATION 217 RENNIE AVE. VENICE, CA 90291. This Business is being

conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 9/10/03. /s/: ARNOLD ABELSON. SKIP ABELSON DESIGN FABRICATION. This statement was filed with the County Clerk of LOS ANGELES County on 03/14/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 036535 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/11/2014 The following person(s) is (are) doing business as Construction Engineering. 12503 Pacific Place, #4 , Whittier, CA 90602. The full name of registrant(s) is/are: James M. Weldon 12503 Pacific Place, #4 Whittier, CA 90602. This Business is being conducted by: An Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 02/01/2014. /s/: James M. Weldon. James M. Weldon. This statement was filed with the County Clerk of LOS ANGELES County on 02/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 036537 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/11/2014 The following person(s) is (are) doing business as Okidoki Construction. 1346 N. Laurel Ave., Apt. 201 , Los Angeles Calif, CA 90046 . The full name of registrant(s) is/are: Shira Steele 1346 N. Laurel Ave., Apt. 201 Los Angeles Calif, CA 90046 . This Business is being conducted by: An Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: Shira Steele. Shira Steele. This statement was filed with the County Clerk of LOS ANGELES County on 02/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 036539 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/11/2014 The following person(s) is (are) doing business as Okidoki. 1346 N. Laurel Ave., Apt. 201 , Los Angeles, CA 90046. The full name of registrant(s) is/are: Shira Steele 1346

N. Laurel Ave., Apt. 201 Los Angeles, CA 90046. This Business is being conducted by: An Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: Shira Steele. Shira Steele. This statement was filed with the County Clerk of LOS ANGELES County on 02/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 036541 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/11/2014 The following person(s) is (are) doing business as JimmyM Investment and Insurance Services. 11621 Hallwood Dr. , El Monte, CA 91732. The full name of registrant(s) is/are: Jimmy Maldonado 11621 Hallwood Dr. El Monte, CA 91732. This Business is being conducted by: An Individual. The registrant commenced to transact business under the fictitious business name or names listed above. /s/: Jimmy Maldonado. Jimmy Maldonado. This statement was filed with the County Clerk of LOS ANGELES County on 02/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 036543 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/11/2014 The following person(s) is (are) doing business as Annakqa. 8581 Santa Monica Blvd. Suite # 241 , West Hollywood, CA 90069. The full name of registrant(s) is/are: Sara Ishag 94431 Glenaire Ct. Rancho Cucamonga, CA 91730. This Business is being conducted by: An Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 01/25/2014. /s/: Sara Ishag. Sara Ishag. This statement was filed with the County Clerk of LOS ANGELES County on 02/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 036545 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/11/2014 The following person(s) is (are) doing business as Social Deal Grabber, Perfect Card Finder, Neighborhood Jobs, Degree Solutions, ALocal

Work Update. 3122 Santa Monica Blvd. Suite 302 , Santa Monica, CA 90404. The full name of registrant(s) is/are: Zendzee LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica, CA 90404. This Business is being conducted by: A Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/: Jordan Cohen. Zendzee LLC. This statement was filed with the County Clerk of LOS ANGELES County on 02/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 040049 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/13/2014 The following person(s) is (are) doing business as MT Truckers. 10707 New Haven St. Unit #7 , Sun Valley, CA 91352. The full name of registrant(s) is/are: Manvel Tonoyan 10707 New Haven St. Unit #7 Sun Valley, CA 91352. This Business is being conducted by: An Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date) 01/13/2014. /s/: Manvel Tonoyan. Manvel Tonoyan. This statement was filed with the County Clerk of LOS ANGELES County on 02/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 040047 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/13/2014 The following person(s) is (are) doing business as Romans Logistic Services. 2445 S. Barrington Ave. , Los Angeles, CA 90064. The full name of registrant(s) is/are: Romik Aleksanyan 2445 S. Barrington Ave. 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) 01/13/2014. /s/: Romik Aleksanyan. Romik Aleksanyan. This statement was filed with the County Clerk of LOS ANGELES County on 02/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

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40 cents each additional word.****DBAS**

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: A2014 040045 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/13/2014 The following person(s) is (are) doing business as ASpaceweight Music. 1359 S. Stanley Ave. , Los Angeles Calif, CA 90019 . A full name of registrant(s) is/are: Nathan M Hayes 1359 S. Stanley Ave. Los Angeles Calif, CA 90019 . This Business is being conducted by: An Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: Nathan M Hayes. Nathan M Hayes. A this statement was filed with the County Clerk of LOS ANGELES County on 02/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014050190 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/25/2014 The following person(s) is (are) doing business as LOVING PET HOTEL & SITTER. 1354 Obispo Avenue , Long Beach, CA 90804. A full name of registrant(s) is/are: CALIFORNIA SKY INVESTMENT GROUP LLC 1400 E. Ocean Blvd., Unit 1302 A Long Beach, CA 90802. 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) 02/01/2014. /s/: Sameh Shehrouda. CALIFORNIA SKY INVESTMENT GROUP LLC. This statement was filed with the County Clerk of LOS ANGELES County on 02/25/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014, 03/17/2014, 03/24/2014, 03/31/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 040687 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/13/2014 The following person(s) is (are) doing business as M INSPIRED. 1405 Amherst Ave #207 , Los Angeles, CA 90025. A full name of registrant(s) is/are: Joseph Yue 1405 Amherst Ave #207 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/:Joseph Yue. Joseph Yue. A this statement was filed with the County Clerk of LOS ANGELES County on 02/13/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/10/2014,

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03/17/2014, 03/24/2014, 03/31/2014. A FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014064662 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/11/2014 The following person(s) is (are) doing business as ELITE BEAUTY LAB. 10885 WEST PICO BLVD. , LOS ANGELES, CA 90046. The full name of registrant(s) is/are: MONIR KANANY 13952 BORA BORA WAY, 106 MARINA DEL REY, CA 90292. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/13/2014. /s/: MONIR KANANY. MONIR KANANY. This statement was filed with the County Clerk of LOS ANGELES County on 03/11/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048186 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as Herbal Blessings. 3450 W. 43rd St. Suite 108 , Los Angeles, CA 90008. A full name of registrant(s) is/are: Blue World International Inc. Herbal Blessings 3450 W. 43rd St. Suite 108 Los Angeles, CA 90008. This Business is being conducted by: A Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: Bernard Hamilton. Blue World International Inc. Herbal Blessings. A this statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048188 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as Wireless Blowouts. 4924 Balboa Blvd., #406 , Encino, CA 91316. A full name of registrant(s) is/are: Powerhouse Enterprise LTD 4924 Balboa Blvd., #406 Encino, CA 91316. 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/:Gili Cohen. Powerhouse Enterprise LTD. A this statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et

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seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: A 2014 044519 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/19/2014 The following person(s) is (are) doing business as From First to Final. 4924 W.A 137th Pl. , Hawthorne, CA 90250. A full name of registrant(s) is/are: Michelle Gaston 4924 W.A 137th Pl. Hawthorne, CA 90250. This Business is being conducted by: An Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: Michelle Gaston. Michelle Gaston. A this statement was filed with the County Clerk of LOS ANGELES County on 02/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 051484 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/26/2014 The following person(s) is (are) doing business as PFD Delivery Services. 7213 Rosecrans Ave. , Paramount, CA 90723. A full name of registrant(s) is/are: Premise Fuel Distributors, Inc. 344 Mira Loma Ave. Glendale, CA 91204. This Business is being conducted by: A Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/02/2014. /s/: Raed S. Hawatmeh. Premise Fuel Distributors, Inc. A this statement was filed with the County Clerk of LOS ANGELES County on 02/26/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 044517 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/19/2014 The following person(s) is (are) doing business as Mac Design Studio. 205 Washington Ave., #406 , Santa Monica, CA 90403. A full name of registrant(s) is/are: Marjorie Ann Young 205 Washington Ave., #406 Santa Monica, CA 90403. This Business is being conducted by: An Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Marjorie Ann Young. Marjorie Ann Young. A this statement was filed with the County Clerk of LOS ANGELES County on 02/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious

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business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 044523 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/19/2014 The following person(s) is (are) doing business as Varga Interpreting. 230 Linden Ave., #306 , Long Beach, CA 90802. A full name of registrant(s) is/are: Elizabeth Varga 230 Linden Ave., #306 Long Beach, CA 90802. This Business is being conducted by: An Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/10/2014. /s/: Elizabeth Varga. Elizabeth Varga. A this statement was filed with the County Clerk of LOS ANGELES County on 02/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 046514 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/21/2014 The following person(s) is (are) doing business as Satellite TV Savings, Satellite TV , A Quality Television, The Resource Guide, The Job Finder. 3122 Santa Monica Blvd. Suite 302 , Santa Monica, CA 90404. A full name of registrant(s) is/are: Zendee LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica, CA 90404. This Business is being conducted by: A Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Jordan Cohen. Zendee LLC. A this statement was filed with the County Clerk of LOS ANGELES County on 02/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 046512 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/21/2014 The following person(s) is (are) doing business as Satellite Deals. A Dish Authorized Retailer, Satellite TV Promos, Satellite TV Promotions, A HD Satellite TV. 3122 Santa Monica Blvd. Suite 302 , Santa Monica, CA 90404. A full name of registrant(s) is/are: Zendee LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica, CA 90404. This Business is being conducted by: A Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Jordan Cohen. Zendee LLC. A this statement was filed with the County Clerk of LOS ANGELES County on

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02/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: A 2014 046516 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/21/2014 The following person(s) is (are) doing business as Presto Approval, Custom Matcher, Custom Approvals, Social Deal Caddy, Work Caddy, Career Scout. 3122 Santa Monica Blvd. Suite 302 , Santa Monica, CA 90404. A full name of registrant(s) is/are: Zendee LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica, CA 90404. This Business is being conducted by: A Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Jordan Cohen. Zendee LLC. A this statement was filed with the County Clerk of LOS ANGELES County on 02/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 046518 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/21/2014 The following person(s) is (are) doing business as Speedy Matcher, My Custom Finder, Sky Approval, My Approval Match, Ready Matcher. 3122 Santa Monica Blvd. Suite 302 , Santa Monica, CA 90404. A full name of registrant(s) is/are: Zendee LLC 3122 Santa Monica Blvd. Suite 302 Santa Monica, CA 90404. This Business is being conducted by: A Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Jordan Cohen. Zendee LLC. A this statement was filed with the County Clerk of LOS ANGELES County on 02/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 046520 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/21/2014 The following person(s) is (are) doing business as Shady Griptape. 1367 W. 10th St. , San Pedro, CA 90732. A full name of registrant(s) is/are: Emmett H. Jenkins 1367 W. 10th

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St. San Pedro, CA 90732. This Business is being conducted by: An Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Emmett H. Jenkins. Emmett H. Jenkins. A this statement was filed with the County Clerk of LOS ANGELES County on 02/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 046522 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/21/2014 The following person(s) is (are) doing business as Your True Skin. 3400 Ben Lomond Place Apt. 103 , Los Angeles Calif, CA 90027 . A full name of registrant(s) is/are: Ingrid Thompson 3400 Ben Lomond Place Apt. 103 Los Angeles Calif, 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/:Ingrid Thompson. Ingrid Thompson. A this statement was filed with the County Clerk of LOS ANGELES County on 02/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014053595 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/27/2014 The following person(s) is (are) doing business as STILLWATER. 3460 BARRY AVENUE , LOS ANGELES, CA 90066. The full name of registrant(s) is/are: STILLWATER DESIGN, INC. 3460 BARRY AVENUE LOS ANGELES, CA 90066. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/6/14. /s/: LISA POPP. STILLWATER DESIGN, INC.. This statement was filed with the County Clerk of LOS ANGELES County on 02/27/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014066755 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2014 The following person(s) is (are) doing business as PONY UP PRODUCTIONS ENTERTAINMENT. 828 10 STREET #9 , SANTA MONICA, CA 90403.

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The full name of registrant(s) is/are: PAUL VITAGLIANO 828 10 STREET #9 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PAUL VITAGLIANO. PAUL VITAGLIANO. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048184 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as Kanoco Consulting. 461 Vista Del Norte , Walnut, CA 91789. The full name of registrant(s) is/are: Regina Kano Smith aka Gina Kano 461 Vista Del Norte Walnut, CA 91789. 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/: Regina Kano Smith aka Gina Kano. Regina Kano Smith aka Gina Kano. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014066754 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/12/2014 The following person(s) is (are) doing business as POWER PROPERTIES. 11295 WASHINGTON BLVD. , CULVER CITY, CA 90230. The full name of registrant(s) is/are: ROP- POWER PROPERTY MANAGEMENT INC. 11295 WASHINGTON BLVD. CULVER CITY, CA 90230. 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/:THOMAS KHAMMAR. ROP- POWER PROPERTY MANAGEMENT INC.. This statement was filed with the County Clerk of LOS ANGELES County on 03/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 050064 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on

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02/25/2014 The following person(s) is (are) doing business as EDDIES TRUCKING SERVICES. 1501 S. Manhattan Pl. , Los Angeles, CA 90019. The full name of registrant(s) is/are: EDGAR JIMINEZ 1501 S. Manhattan Pl. Los Angeles, CA 90019. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/25/2014. /s/: EDGAR JIMINEZ. EDGAR JIMINEZ. This statement was filed with the County Clerk of LOS ANGELES County on 02/25/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 050072 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/25/2014 The following person(s) is (are) doing business as MAT GOLDEN STATE LOGISTICS. 6000 Fulton Ave., Apt. 1 , VAN NUYS, CA 91401. The full name of registrant(s) is/are: MASIS TAMAZYAN 6000 Fulton Ave., Apt. 1 VAN NUYS, CA 91401. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/12/2014. /s/: MASIS TAMAZYAN. MASIS TAMAZYAN. This statement was filed with the County Clerk of LOS ANGELES County on 02/25/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 050070 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/25/2014 The following person(s) is (are) doing business as VBM TRUCKING AND LOGISTICS. 1157 ROSEDALE AVE. APT 7 , GLENDALE, CA 91201. The full name of registrant(s) is/are: VAHAN BORDSHAH MINACIAN 1157 ROSEDALE AVE. APT 7 GLENDALE, CA 91201. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/12/2014. /s/: VAHAN BORDSHAH MINACIAN. VAHAN BORDSHAH MINACIAN. This statement was filed with the County Clerk of LOS ANGELES County on 02/25/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048182 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as Tao Post. 955 S. Carrillo Drive #205 , Los Angeles, CA 90048. The full name of registrant(s) is/are: Tao Productions LLC 955 S. Carrillo Drive #205 Los Angeles, CA 90048. 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)02/06/2014. /s/: Nick R. Martinez. Tao Productions LLC. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 046525 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/21/2014 The following person(s) is (are) doing business as Hynoyoganosis. 15425 Sherman Way, #301 , Van Nuys, CA 91406. The full name of registrant(s) is/are: Jason Stoll 15425 Sherman Way, #301 Van Nuys, CA 91406. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/15/2014. /s/: Jason Stoll. Jason Stoll. This statement was filed with the County Clerk of LOS ANGELES County on 02/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048177 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as MCXIX. 2828 Seattle Drive , Los Angeles Calif, CA 90046 . The full name of registrant(s) is/are: Eve Steele 2828 Seattle Drive Los Angeles Calif, CA 90046 . This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Eve Steele. Eve Steele. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048179 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as California Juicery. 1218 S. Plymouth Blvd. , Los Angeles Calif, CA 90019 . The full name of registrant(s) is/are: Scherrie Brown 1218 S. Plymouth Blvd. Los Angeles Calif, CA 90019 . This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Scherrie Brown. Scherrie Brown. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048175 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as Wild West Kennels. 2828 Seattle Drive , Los Angeles Ca 90046 . The full name of registrant(s) is/are: Eve Steele 2828 Seattle Drive Los Angeles Ca 90046 . This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Eve Steele. Eve Steele. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 053596 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/27/2014 The following person(s) is (are) doing business as Kaufman Rosenberg Cohen and Gilbert CPAs. 15300 Ventura Blvd., #304 , Sherman Oaks, California 91403. The full name of registrant(s) is/are: Philip L Kaufman Accountancy Corp. 15300 Ventura Blvd., #304 Sherman Oaks, California 91403. Stephen A. Rosenberg Accountancy Corp. 15300 Ventura Blvd., #304 Sherman Oaks, California 91403, Donna L. Gilbert Accountancy Corp. 15300 Ventura Blvd., #304 Sherman Oaks, California 91403. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: Stephen A. Rosenberg. Philip L Kaufman Accountancy Corp., Stephen A. Rosenberg Accountancy Corp., Lewis L. Accountancy Corp., Donna L. Gilbert Accountancy Corp. This statement was filed with the County Clerk of LOS ANGELES County on 02/27/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES

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FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 053599 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/27/2014 The following person(s) is (are) doing business as SKIBO Enterprises. 854 5th St. , Santa Monica, CA 90403. The full name of registrant(s) is/are: Victor Sabo 5045 N. Bay Rd. Miami Beach, FL 33140, Erica Weinstein 1673 E. 28th St. Brooklyn, NY 11229. 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)02/24/2014. /s/: Erica Weinstein. Victor Sabo, Erica Weinstein. This statement was filed with the County Clerk of LOS ANGELES County on 02/27/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048196 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as Revolve Agency. 11693A San Vicente Blvd., #701 , Los Angeles, CA 90049. The full name of registrant(s) is/are: Eyes Creative LLC 11693A San Vicente Blvd., #701 Los Angeles, CA 90049. 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)02/13/2014. /s/: Javad Vahid Tehrani. Eyes Creative LLC. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048194 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as A Light Wedding. 2188 Ponet Dr. , Los Angeles, CA 90068. The full name of registrant(s) is/are: A+Light Camera Equipment Rental, LLC 2188 Ponet Dr. Los Angeles, CA 90068. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2011. /s/: Alice Fulk. A+Light Camera Equipment Rental,

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LLC. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048192 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as Freaks Antiques. 7223 Owensmouth Ave. , Canoga Park, CA 91303. The full name of registrant(s) is/are: Rebecca Thompson 7223 Owensmouth Ave. Canoga Park, CA 91303. 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/:Rebecca Thompson. Rebecca Thompson. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 048190 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2014 The following person(s) is (are) doing business as Yolanda Aiello Independent Cab Consultant. 34935 Caprock Rd. , Alhambra, CA 91804. The full name of registrant(s) is/are: AA Distributing Inc. 34935 Caprock Rd. Alhambra, CA 91804. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/16/2014. /s/: Yolanda Aiello. AA Distributing Inc.. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/17/2014, 03/24/2014, 03/31/2014, 04/07/2014.

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