



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Mal E Serure	Phone	3105762111
Employer	Bryan Cave LLP	Email	mal.serure@bryancave.com
Business Address	120 Broadway	Website Address	www.bryancave.com
Address Line 2		Fax	
City	Santa Monica		
State	CA	Zip	90035

Sanctions

Have you ever been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?

No

Has a firm at which you work, has worked, or for which you own or has owned an equity interest been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?

No

Expenditure Lobbyist

Are you filing as an Expenditure Lobbyist?

No

Client Information

Client Name	414 N. Beverly LLC	Client Phone	310-274-0101
Specific Business of Client	Real Estate Owner	Client Website Address	
Client Address	414 N Beverly Drive		
Client Address Line 2			
Client City	Beverly Hills		
Client State	California	Client Zip	90210

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement

2018/02/23

Project Name (include address if advocating for a property)

414 N Beverly Drive

Description of Municipal Legislation that is subject of Advocacy

Discussion regarding effect of historical preservation laws on property at 414 N Beverly Drive

Desired Outcome

Clarity regarding press reports that the City may seek to designate 414 N Beverly a landmark property.

Estimate of Compensation to be Paid to Legislative Advocate from Client

up to \$25,000

Sign and Date

I declare under penalty of perjury that the information which has been included in this Registration Form is true and correct.

Signed

Mal E Serure

Date

2018/02/26

FOR CITY CLERK USE ONLY

Date of Registration Submission Monday, February 26, 2018 @ 9:07AM

Date of Termination Submission

Date of Administrative Approval Monday, February 26, 2018 @ 9:26AM

Administrative Approval by Isyrodriguez