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Stock									Greenberg Family Trust
Class A Common Stock	07/06/2010	S	5,000	D	\$ 40.0438	0	I		Jeffrey and Lori Greenberg Family Trust
Class A Common Stock	07/07/2010	C	700	A	<u>1</u>	700	I		Jeffrey and Lori Greenberg Family Trust
Class A Common Stock	07/07/2010	S	700	D	\$ 37	0	I		Jeffrey and Lori Greenberg Family Trust
Class A Common Stock	07/08/2010	C	7,200	A	<u>1</u>	7,200	I		Jeffrey and Lori Greenberg Family Trust
Class A Common Stock	07/08/2010	S	7,200	D	\$ 37.5696	0	I		Jeffrey and Lori Greenberg Family Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price or Value of Underlying Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or

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								Number of Shares	
Class B Common Stock ⁽²⁾	<u>(3)</u>	07/06/2010	C	5,000	<u>(3)</u>	<u>(3)</u>	Class A Common Stock	5,000	(3)
Class B Common Stock ⁽²⁾	<u>(3)</u>	07/07/2010	C	700	<u>(3)</u>	<u>(3)</u>	Class A Common Stock	700	(3)
Class B Common Stock ⁽²⁾	<u>(3)</u>	07/08/2010	C	7,200	<u>(3)</u>	<u>(3)</u>	Class A Common Stock	7,200	(3)
Class B Common Stock ⁽²⁾	<u>(3)</u>				<u>(3)</u>	<u>(3)</u>	Class A Common Stock	930	
Class B Common Stock ⁽²⁾	<u>(3)</u>				<u>(3)</u>	<u>(3)</u>	Class A Common Stock	930	
Class B Common Stock ⁽²⁾	<u>(3)</u>				<u>(3)</u>	<u>(3)</u>	Class A Common Stock	10,792	
Class B Common Stock ⁽²⁾	<u>(3)</u>				<u>(3)</u>	<u>(3)</u>	Class A Common Stock	7,492	
Class B Common Stock ⁽²⁾	<u>(3)</u>				<u>(3)</u>	<u>(3)</u>	Class A Common Stock	36,476	
Class B Common Stock ⁽²⁾	<u>(3)</u>				<u>(3)</u>	<u>(3)</u>	Class A Common Stock	30,000	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GREENBERG JEFFREY 228 MANHATTAN BEACH BLVD.	X			

MANHATTAN BEACH, CA 90266

Signatures

Jeffrey
Greenberg

07/08/2010

__Signature of
Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Each share of Class A Common Stock was issued upon conversion of one share of Class B Common Stock for no additional consideration.

Holders of Class A Common Stock and Class B Common Stock generally have identical rights, except that holders of Class A Common
(2) Stock are entitled to one vote per share while holders of Class B Common Stock are entitled to ten votes per share on matters to be voted on by shareholders.

Shares of Class B Common Stock are convertible into Class A Common Stock on a one-for-one basis for no additional consideration at
(3) any time, with no expiration date, upon voluntary conversion by the holder of such shares or upon any sale or transfer of such shares with certain exceptions.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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