

Melissa Wilk

Auditor-Controller/Clerk-Recorder

Alameda County

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Telephone: (510) 272-6362 Website: www.acgov.org/auditor/clerk

Deputy Clerk Signature _____

FICTITIOUS BUSINESS NAME STATEMENT

Pursuant to Business and Professions Code Sections 17900-17930

PLEASE NOTE:

YOU WILL BE REQUIRED TO PRESENT A VALID GOVERNMENT ISSUED PHOTO ID TO FILE THIS STATEMENT IN PERSON.

TYPE OR PRINT LEGIBLY AND FIRMLY IN BLACK OR DARK BLUE INK ONLY

ENDORSED COPY

File # 625556

FILED - Alameda County, CA

08/24/2026

Melissa Wilk, County Clerk - Recorder

NEW FILING

EXPIRES 08/23/2031

*Print Fictitious Business Name (please number if more than one business name)		
A. THE PURPLE CHEF		
** Street address of principal place of business		Mailing address if different
B. 3522 BROOKDALE AVENUE #A		
City, State Zip	County	City, State Zip
OAKLAND, CA 94619	ALAM	

C. *** REGISTERED OWNER(S): (If more than four owners, attach additional sheet showing owner information)

1	Registrant/Corp/LLC BRIAN HOLLANDER
	Business Mailing Address 3522 BROOKDALE AVENUE #A
	City, State Zip OAKLAND, CA 94619
	If Corporation or LLC - Print State of Incorporation/Organization

2	Registrant/Corp/LLC
	Business Mailing Address
	City, State Zip
	If Corporation or LLC - Print State of Incorporation/Organization

3	Registrant/Corp/LLC
	Business Mailing Address
	City, State Zip
	If Corporation or LLC - Print State of Incorporation/Organization

4	Registrant/Corp/LLC
	Business Mailing Address
	City, State Zip
	If Corporation or LLC - Print State of Incorporation/Organization

D. ****THIS BUSINESS IS CONDUCTED BY: (Check one)

- | | | | |
|---|--|--|---|
| ☒ An Individual | ☐ Married Couple | ☐ State or Local Registered Domestic Partners | ☐ Co-partners |
| ☐ a Joint Venture | ☐ a General Partnership | ☐ a Limited Liability Partnership | ☐ a Trust |
| ☐ a Corporation | ☐ a Limited Partnership | ☐ a Limited Liability Company | ☐ an Unincorporated Association - other than a Partnership |

E. *****Insert the date the registrant commenced to transact business under the fictitious business name or names listed above. 08/24/2026
(Insert N/A if you haven't started to transact business)

I declare that all information in this statement is true and correct.

A registrant who declares as true any material matter pursuant to this section that the registrant knows to be false is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1,000).

F. *****Registrant BRIAN HOLLANDER Title CHEF
(Print name) (Corporation, print name and title of officer. If LLC, print name and title of officer or manager)

Registrant Signature _____

This statement was filed with the Clerk-Recorder of Alameda County on the date indicated by the filing stamp in the upper right hand corner.

NOTICE: In accordance with subdivision (a) of Section 17920, a fictitious name statement generally expires at the end of five years from the date on which it was filed in the office of the county clerk, except, as provided in subdivision (b) of section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to section 17913 other than a change in the business mailing address of a registered owner. A new fictitious business name statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411 et seq., Business and Professions Code).