

**Schedule F of  
Form ADV  
Continuation Sheet for Form ADV Part II**

Adviser: <b>Fuller Asset Management, LLC</b>	SEC File Number: <b>801-66451</b>	Date: <b>04/06/2010</b>
---	--------------------------------------	----------------------------

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV: <b>Fuller Asset Management, LLC</b>	IRS Empl. Ident. No.: <b>20-2634657</b>
--	--

Item of Form (identify)	Answer
Item 1.D	<p><b>Asset Management</b></p> <p>Fuller Asset Management, LLC (“the Adviser”) provides investment advisory services to its clients on a discretionary and non-discretionary basis. The advisory services include, among other things, providing advice regarding asset allocation and the selection of investments. Account management or supervision is guided by the stated objectives of the client. The Adviser also considers the client’s risk profile and financial status prior to making any recommendations. In addition, the client will be required to enter into one or more written agreements with the Adviser.</p> <p>The Adviser is compensated for investment management or supervisory services based on clients’ assets under management. Fees are paid quarterly in arrears. Fees are due on the first day of the calendar quarter, and are based on the account’s market value as of the last business day of the prior calendar quarter. Fees are prorated for accounts opened during the quarter.</p> <p>In its sole discretion, the Adviser may negotiate to charge a lesser management fee based upon certain criteria (i.e., anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, pre-existing client, account retention, <i>pro bono</i> activities, etc.).</p> <p>Accounts that include individual equities ..... 0.50% to 1.00%</p> <p>Accounts consisting exclusively of fixed income products.....up to 0.50%</p> <p>ETF discretionary portfolios (these portfolios are not subject to separate custodial fees or transaction costs, any custodial fees and/or transaction costs are absorbed by the Adviser).....0.50% to 1.00%</p> <p>An advisory client will have a period of five (5) business days from the date of signing the investment advisory agreement to unconditionally rescind the agreement and receive a full refund of all fees. Thereafter, either party may terminate the investment advisory agreement with 30 days written or verbal notice.</p> <p>The account custodian may charge fees, which are in addition to and separate from the investment advisory service fee. Custodians may charge accounts for various transaction costs, retirement plan and administration fees. In addition, some mutual fund assets deposited in the account may have been subject to deferred sales charges and 12 (b)(1) fees and other mutual fund annual expenses as described in each fund’s prospectus. Advisory clients should also note that fees for comparable services vary and lower fees for comparable services may be available from other sources.</p> <p>Since fees are payable after services are provided, there are no unearned fees and the client is not due a refund upon early terminate of an investment advisory contract. However the Adviser’s fees are prorated to the date of termination.</p>

**Complete amended pages in full, circle amended items and file with execution page (page 1).**

**Schedule F of  
Form ADV  
Continuation Sheet for Form ADV Part II**

Adviser: Fuller Asset Management, LLC	SEC File Number: 801-66451	Date: 04/06/2010
--	-------------------------------	---------------------

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV: Fuller Asset Management, LLC	IRS Empl. Ident. No.: 20-2634657
---	-------------------------------------

Item of Form (identify)	Answer
Item 3.L	<p><b>Types of Investments &amp; Analysis</b></p> <p>The Adviser may also provide advice about exchange traded funds (ETFs), both leveraged and non-leveraged, as well as any other type of investment held in a client's portfolio at the beginning of the advisory relationship.</p>
Items 5 & 6	<p><b>Education, Business Standards &amp; Background</b></p> <p>All individuals that render investment advisory services on behalf of the Adviser must have earned a college degree and/or have substantive investment-related experience. In addition, all such individuals shall have attained all required investment-related licenses and/or designations.</p> <p><b>Lawrence R. Fuller, II</b> Born 1969 <i>Post-Secondary Education:</i> University of North Carolina – 1992, BA, Political Science <i>Recent Business Background:</i> Fuller Asset Management, LLC, Managing Director, 04/2005 – Present Multi-Financial Securities Corporation, Registered Representative / Investment Adviser Representative, 04/2003 – 04/2005 ING Financial Advisers LLC, Registered Representative, 10/2002 – 04/2003 Morgan Stanley, Financial Adviser, 08/1998 – 10/2002 First Union Brokerages Services Inc., Financial Advisor, 04/1996 – 08/1998 Merrill Lynch, Financial Advisor, 07/1993 – 04/1996</p> <p><b>Lawrence R. Fuller</b> Born 1941 <i>Post-Secondary Education:</i> Columbia University – 1965, MBA Bates College – 1963, BA, Economics <i>Recent Business Background:</i> Fuller Asset Management, LLC, Managing Member, 04/2006 – Present Merrill Lynch Investment Managers, Director / Senior Portfolio Manager, 1992 – 03/2006</p> <p><b>J. Fletcher Fuller</b> Born 1975 <i>Post-Secondary Education:</i> University of North Carolina – 1997, BA, Political Science <i>Recent Business Background:</i> Fuller Asset Management, LLC, Portfolio Manager, 02/2005 – Present Multi-Financial Securities Corporation, Registered Representative / Investment Adviser Representative, 08/2004 – 03/2005 Galloway Financial Group, Inc., Financial Planner, 08/2004 – 02/2005 Self-Employed, Investor, 02/2003 – 07/2004 Citicorp Investment Services, Financial Executive, 04/2002 – 01/2003 Self-Employed, Investor, 11/2001 – 04/2002 Morgan Stanley, Financial Advisor, 05/2000 – 11/2001 Manulife Wood Logan, Inc., Marketing Specialist, 03/1999 – 04/2000</p>

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of  
Form ADV  
Continuation Sheet for Form ADV Part II**

Adviser: Fuller Asset Management, LLC	SEC File Number: 801-66451	Date: 04/06/2010
--	-------------------------------	---------------------

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV: Fuller Asset Management, LLC	IRS Empl. Ident. No.: 20-2634657
---	-------------------------------------

Item of Form (identify)	Answer
Item 6 cont.	<p><b>Kevin M. Mullaney</b> Born 1962 <i>Post-Secondary Education:</i> University of Maryland – 1984, BS, Finance <i>Recent Business Background:</i> Fuller Asset Management, LLC, Portfolio Manager, 06/2005 – Present Morgan Stanley, Financial Consultant, 09/2000 – 06/2005 Merrill Lynch, Registered Representative, 12/1987 – 09/2000</p> <p><b>Charles B. Wennerlund</b> Born 1958 <i>Recent Business Background:</i> Fuller Asset Management, LLC, Portfolio Manager, 03/2007 – Present ING Financial; Advisers, LLC, Representative 04/2002 – 03/2007 Edward Jones, Investment Representative 12/2000 – 5/2002</p>
Item 9	<p><b>Brent Alan Hines</b> Born 1987 <i>Post-Secondary Education:</i> Western New Mexico University – 2009, BBA, Business <i>Recent Business Background:</i> Fuller Asset Management, LLC, Portfolio Manager, 4/2010 - Present</p> <p><b>Transactions</b></p> <p>The Adviser has adopted a Code of Ethics for the purpose of instructing its personnel in their ethical obligations and to provide rules for their personal securities transactions. The Adviser and its personnel owe a duty of loyalty, fairness and good faith towards their clients, and the obligation to adhere not only to the specific provisions of the Code but to the general principles that guide the Code.</p> <p>The Code covers a range of topics that may include: general ethical principles, reporting personal securities trading, exceptions to reporting securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code, review and enforcement processes, amendments to Form ADV and supervisory procedures. The Adviser will provide a copy of the Code to any client or prospective client upon request.</p> <p>When the Adviser is purchasing or considering for purchase any security on behalf of a client, no <i>Access Person</i> may effect a transaction in that security prior to the completion of the purchase or until a decision has been made not to purchase such security. Similarly, when the Adviser is selling or considering the sale of any security on behalf of a client, no <i>Access Person</i> may effect a transaction in that security prior to the completion of the sale or until a decision has been made not to sell such security. These requirements are not applicable to: (i) direct obligations of the Government of the United States; (ii) money market instruments, bankers' acceptances, bank certificates of deposit, commercial paper, repurchase agreements and other high quality short-term debt instruments, including repurchase agreements; (iii) shares issued by mutual funds or money market funds; and (iv) shares issued by unit investment trusts that are invested exclusively in one or more mutual funds.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of  
Form ADV  
Continuation Sheet for Form ADV Part II**

Adviser: Fuller Asset Management, LLC	SEC File Number: 801-66451	Date: 04/06/2010
--	-------------------------------	---------------------

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV: Fuller Asset Management, LLC	IRS Empl. Ident. No.: 20-2634657
---	-------------------------------------

Item of Form (identify)	Answer
Items 11 (A & B)	<p><b>Account Reviews</b></p> <p>The Principals of the Adviser, Lawrence Fuller II, Lawrence Fuller and J. Fletcher Fuller perform reviews of all investment advisory accounts no less than quarterly. Accounts are reviewed for consistency with the investment strategy and performance among other things. Reviews may be triggered by changes in an account holder's personal, tax, or financial status. Macroeconomic and company specific events may also trigger reviews. There is currently no limit on the number of accounts that can be reviewed by a Principal.</p>
Items 12 (A & B) & 13.A	<p>Brokerage statements are generated no less than quarterly. These statements are sent directly from the account custodian. These reports list the account positions, activity in the account over the covered period, and other related information. Clients are also sent confirmations following each brokerage account transaction unless confirmations have been waived.</p> <p>Clients receive performance reports from the Advisor on a quarterly basis. The report includes performance for the most recent quarter and since the inception of the relationship, a summary of asset class weightings and position values and a billing statement for the most recent quarter.</p> <p><b>Recommendations, Discretion &amp; Other Compensation</b></p> <p>Except as provided for in any applicable wrap fee program, the brokerage commissions and/or transaction fees charged by <i>Fidelity</i>, <i>TD Ameritrade</i> or any other designated broker-dealer are exclusive of and in addition to the Adviser's fee.</p> <p>Factors which the Adviser considers in recommending <i>Fidelity</i> or any other broker-dealer, to clients include their respective financial strength, reputation, execution, pricing, research, and service.</p> <p><i>Fidelity</i> and/or <i>TD Ameritrade</i> enable the Adviser to obtain many mutual funds without transaction charges and other securities at nominal transaction charges. The commissions and/or transaction fees charged by <i>Fidelity</i> and/or <i>TD Ameritrade</i> may be higher or lower than those charged by other broker-dealers.</p> <p>The Advisor manages two discretionary ETF portfolios that use <i>TD Ameritrade</i> as the custodian. The Advisor has obtained an agreement with this custodian that allows for an asset based pricing arrangement, whereby there are no transaction costs to buy and sell ETF securities, and the number of transactions per year are unlimited. The Advisor pays the quarterly fee for this pricing arrangement on behalf of the clients that are invested in these discretionary portfolios.</p> <p>The commissions paid by the Adviser's clients shall comply with the Adviser's duty to obtain</p>

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of  
Form ADV  
Continuation Sheet for Form ADV Part II**

Adviser: Fuller Asset Management, LLC	SEC File Number: 801-66451	Date: 04/06/2010
--	-------------------------------	---------------------

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV: Fuller Asset Management, LLC	IRS Empl. Ident. No.: 20-2634657
---	-------------------------------------

Item of Form (identify)	Answer
Items 12 (A & B) & 13.A cont.	<p>“best execution.” However, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where the Adviser determines, in good faith that the commission is reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer’s services, including among others, the value of research provided, execution capability, commission rates, and responsiveness. Consistent with the foregoing, while the Adviser will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client transactions.</p> <p>If the client requests the Adviser to arrange for the execution of securities brokerage transactions for the client’s account, the Adviser shall direct such transactions through broker-dealers that the Adviser reasonably believes will provide best execution. Transactions may be cleared through other broker-dealers with whom the Adviser and the <i>Financial Institution(s)</i> have entered into agreements for prime brokerage clearing services. The Adviser shall periodically and systematically review its policies and procedures regarding recommending broker-dealers to its client in light of its duty to obtain best execution.</p> <p>The client may direct the Adviser in writing to use a particular broker-dealer to execute some or all transactions for the client. In that case, the client will negotiate terms and arrangements for the account with that broker-dealer, and the Adviser will not seek better execution services or prices from other broker-dealers or be able to “batch” client transactions for execution through other broker-dealers with orders for other accounts managed by the Adviser (as described below). As a result, the client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. Subject to its duty of best execution, the Adviser may decline a client’s request to direct brokerage if, in the Adviser’s sole discretion, such directed brokerage arrangements would result in additional operational difficulties.</p> <p>Transactions for each client generally will be effected independently, unless the Adviser decides to purchase or sell the same securities for several clients at approximately the same time.</p> <p>The Adviser may (but is not obligated to) combine or “batch” such orders to obtain best execution, to negotiate more favorable commission rates, or to allocate equitably among the Adviser’s clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will generally be averaged as to price and allocated among the Adviser’s clients pro rata to the purchase and sale orders placed for each client on any given day.</p> <p>To the extent that the Adviser determines to aggregate client orders for the purchase or sale of securities, including securities in which the Adviser’s <i>Advisory Affiliate(s)</i> may invest, the Adviser shall generally do so in accordance with applicable rules promulgated under the Advisers Act and no-action guidance provided by the staff of the U.S. Securities and Exchange Commission.</p> <p>The Adviser shall not receive any additional compensation or remuneration as a result of the aggregation. In the event that the Adviser determines that a prorated allocation is not</p>

**Complete amended pages in full, circle amended items and file with execution page (page 1).**

**Schedule F of  
Form ADV  
Continuation Sheet for Form ADV Part II**

Adviser: Fuller Asset Management, LLC	SEC File Number: 801-66451	Date: 04/06/2010
--	-------------------------------	---------------------

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV: Fuller Asset Management, LLC	IRS Empl. Ident. No.: 20-2634657
---	-------------------------------------

Item of Form (identify)	Answer
Items 12 (A & B) & 13.A cont.	<p>appropriate under the particular circumstances, the allocation will be made based upon other relevant factors, which may include: (i) when only a small percentage of the order is executed, shares may be allocated to the account with the smallest order or the smallest position or to an account that is out of line with respect to security or sector weightings relative to other portfolios, with similar mandates; (ii) allocations may be given to one account when one account has limitations in its investment guidelines which prohibit it from purchasing other securities which are expected to produce similar investment results and can be purchased by other accounts; (iii) if an account reaches an investment guideline limit and cannot participate in an allocation, shares may be reallocated to other accounts (this may be due to unforeseen changes in an account's assets after an order is placed); (iv) with respect to sale allocations, allocations may be given to accounts low in cash; (v) in cases when a pro rata allocation of a potential execution would result in a <i>de minimis</i> allocation in one or more accounts, the Adviser may exclude the account(s) from the allocation; the transactions may be executed on a pro rata basis among the remaining accounts; or (vi) in cases where a small proportion of an order is executed in all accounts, shares may be allocated to one or more accounts on a random basis.</p> <p>Consistent with obtaining best execution, brokerage transactions may be directed to certain broker-dealers in return for investment research products and/or services which assist the Adviser in its investment decision-making process. Such research generally will be used to service all of the Adviser's clients, but brokerage commissions paid by one client may be used to pay for research that is not used in managing that client's portfolio. The receipt of investment research products and/or services as well as the allocation of the benefit of such investment research products and/or services poses a conflict of interest.</p> <p>The Adviser may receive from <i>Fidelity</i> and/or <i>TD Ameritrade</i>, without cost to the Adviser, computer software and related systems support, which allow the Adviser to better monitor client accounts maintained at <i>Fidelity</i> and/or <i>TD Ameritrade</i>. The Adviser may receive the software and related support without cost because the Adviser renders investment management services to clients that maintain assets at <i>Fidelity</i> and/or <i>TD Ameritrade</i>.</p> <p>Specifically, the Adviser may receive the following benefits from <i>Fidelity</i> and/or <i>TD Ameritrade</i> through the Fidelity Registered Investment Advisor Group and/or TD Ameritrade Institutional Services: receipt of duplicate client confirmations and bundled duplicate statements; access to a trading desk that exclusively services its Registered Investment Advisor Group participants; access to block trading which provides the ability to aggregate securities transactions and then allocate the appropriate shares to client accounts; and access to an electronic communication network for client order entry and account information.</p> <p><b>Proxy Voting Policy and Procedures</b></p> <p>The Advisor will vote proxies on behalf of the client, at the client's request, with written authorization on the custodial account opening agreement or with other written authorization.</p> <p>If requested by the client, Fuller Asset Management will fulfill its obligation, under Rule 206 (4)-6 of the Adviser's Act, and furnish the client with the actual proxy votes cast on their behalf.</p> <p>If requested by the client, Fuller Asset Management will fulfill its obligation, under Rule 206 (4)-6 of the Adviser's Act, and furnish the client with a copy of the firm's full policies and procedures regarding proxy voting. Clients may obtain this information by calling 480-553-</p>

Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of  
Form ADV  
Continuation Sheet for Form ADV Part II**

Adviser: Fuller Asset Management, LLC	SEC File Number: 801-66451	Date: 04/06/2010
--	-------------------------------	---------------------

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of Adviser exactly as stated in Item 1A of Part I of Form ADV: Fuller Asset Management, LLC	IRS Empl. Ident. No.: 20-2634657
---	-------------------------------------

Item of Form (identify)	Answer
	6352, emailing the request to Lawrence@fullerassetmanagement.com or by writing to: 7135 E. Camelback Road, Suite 230 Scottsdale, AZ 85251

Complete amended pages in full, circle amended items and file with execution page (page 1).