

Part 2B of Form ADV: *Brochure Supplement*

Gary S. Mayo
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Allentown, PA 18103
610 390-8836

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Allentown, PA 18103

3/11/2013

This brochure supplement provides information about Gary S. Mayo that supplements the Liberty Asset Management, LLC brochure. You should have received a copy of that brochure. Please contact Jill Kamant at 610 398-7333 if you did not receive Liberty Asset Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Gary S. Mayo is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Educational Background and Business Experience

Full Legal Name: Gary S. Mayo

Born: 1950

Education

- Kutztown University; BA, Economics; 1972

Business Experience

- Liberty Asset Management; Investment Advisor Representative; from 10/2008 to Present
- Liberty Wealth Management; Financial Advisor; from 4/2008 to Present
- Comprehensive Asset Management and Servicing, Inc.; Registered Representative; from 12/2001 to Present
- GM Financial Group; Financial Advisor; from 9/1993 to 3/2008
- GM Financial Advisors; Investment Advisor Representative; from 9/1993 to 3/2008
- Financial Security Consultants; Representative; from 4/1992 to 3/2008
- Jefferson Pilot Securities Corp.; Registered Representative; from 4/1992 to 11/2001
- IDS Life Insurance Company; Representative; from 11/1981 to 4/1992
- American Express Financial Advisors; Registered Representative; from 11/1981 to 4/1992

Designations

Gary S. Mayo has earned the following designation(s) and is in good standing with the granting authority:

- Certified Financial Planner (CFP®); Certified Planner Board of Standards; 1994

Item 3 Disciplinary Information

Gary S. Mayo has been:

- convicted or pled guilty or no contest in a criminal or civil court.
6/20/2008: Mr. Mayo pled guilty to a misdemeanor charge of possession of marijuana.
- found, in an Administrative proceeding (Pennsylvania Securities Commission), to have been involved in a violation of an investment related statute.
9/3/2003: Mr. Mayo offered and sold unregistered securities (viaticals) in Pennsylvania in violation of Section 201 of the 1972 Act, 70 P.S.

Item 4 Other Business Activities

A. Investment and Insurance Related Activities

Gary S. Mayo receives commissions, bonuses or other compensation on the sale of securities or other investment products as well as on the sale of insurance products.

Management personnel and other related persons of our firm are licensed as registered representatives of a broker/dealer and/or licensed as insurance agents or brokers. In their separate capacity (ies), these individuals are able to implement investment recommendations for advisory clients for separate and typical compensation (i.e., commissions, 12b-1 fees or other sales-related forms of compensation). This presents a conflict of interest to the extent that these individuals recommend that a client invest in a security which results in a commission being paid to the individuals. Clients are not under any obligation to engage these individuals when considering implementation of advisory recommendations. The implementation of any or all recommendations is solely at the discretion of the client.

B. Non Investment-Related Activities

Gary S. Mayo is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

Item 5 Additional Compensation

Gary S. Mayo does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Richard Frable

Title: President

Phone Number: 610 398-7333

Liberty Asset Management, LLC has adopted written policies and procedures which are designed to set standards and internal controls for the firm, its employees, and its businesses and are also reasonably designed to prevent, detect, and correct any violations of regulatory requirements and the firm's policies and procedures.