

Part 2B of Form ADV: Brochure Supplement

James P. Campbell III, CFP®
Campbell Asset Management, LLC
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This brochure supplement provides information about James P. Campbell III that supplements the Campbell Asset Management, LLC brochure. You should have received a copy of that brochure. Please contact James P. Campbell III at (423) 265-7931 if you did not receive Campbell Asset Management LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about James P. Campbell III is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational, Background and Business Experience

Full Legal Name: James Perry Campbell III

Born: July 29, 1968 in Norfolk, Virginia

Education

University of Tennessee; B.A., Economics; 1992

Business Experience

Campbell Asset Management, LLC; Principal, Chief Compliance Officer, and Chief Investment Officer; March 2003 to present

A.G. Edwards & Sons, Inc.; Registered Representative; March 1996 to March 2003

Professional Designations Held

James P. Campbell III has earned the following designation, and is in good standing with the granting authority as of 3/30/2015:

CERTIFIED FINANCIAL PLANNER™ (CFP®); The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 68,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3 Disciplinary Information

James P. Campbell III has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. James P. Campbell III is not engaged in any other investment-related activities.
2. James P. Campbell III does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non-Investment-Related Activities

James P. Campbell III is not involved in any other non-investment-related activities.

Item 5 Additional Compensation

If someone who is not a client provides an economic benefit for providing advisory services, the arrangement must be disclosed. James P. Campbell III does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

James P. Campbell III is the Principal, Chief Investment Officer of Campbell Asset Management, LLC. He has no immediate supervisor, but reports to the Division of Securities for the State of Tennessee. Campbell Asset Management, LLC uses a team approach and we attempt to have at least two firm representatives present during client meetings when possible.

Item 7 Requirements for State-Registered Advisers

A. Additional Disciplinary History

James P. Campbell III has no reportable disciplinary history nor has been involved in any of the events listed above.

B. Bankruptcy History

James P. Campbell III has not been the subject of a bankruptcy petition.