

FORM ADV**Uniform Application for Investment Adviser Registration****Part II - Page 1**

OMB APPROVAL

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Name of Investment Adviser:

IQ Trends Private Client Asset Management

Address: (Number and Street)

(City)

(State)

(Zip Code)

Area Code: Telephone Number:

6450 Lusk Blvd., Suite E-104**San Diego****CA****92121****(858) 459-3818**

**This part of Form ADV gives information about the investment adviser and its business for the use of clients.
The information has not been approved or verified by any governmental authority.**

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(Schedules A, B, C, D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

**Potential persons who are to respond to the collection of information contained in this form
are not required to respond unless the form displays a currently valid OMB control number.**

FORM ADV**Part II - Page 2**

Applicant:

IQ Trends Private Client Asset Management

SEC File Number:

801-

Date:

05/11/2007**1. A. Advisory Services and Fees.** (check the applicable boxes)For each type of service provided, state the approximate % of total advisory billings from that service.
(See instruction below.)**Applicant:**

- | | | | |
|-------------------------------------|-----|---|------------|
| <input checked="" type="checkbox"/> | (1) | Provides investment supervisory services | 85% |
| <input checked="" type="checkbox"/> | (2) | Manages investment advisory accounts not involving investment supervisory services | 10% |
| <input checked="" type="checkbox"/> | (3) | Furnishes investment advice through consultations not included in either service described above | 5% |
| <input type="checkbox"/> | (4) | Issues periodicals about securities by subscription | % |
| <input type="checkbox"/> | (5) | Issues special reports about securities not included in any service described above | % |
| <input type="checkbox"/> | (6) | Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which clients may use to evaluate securities | % |
| <input type="checkbox"/> | (7) | On more than an occasional basis, furnishes advice to clients on matters not involving securities | % |
| <input type="checkbox"/> | (8) | Provides a timing service | % |
| <input type="checkbox"/> | (9) | Furnishes advice about securities in any manner not described above | % |

(Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)

B. Does applicant call any of the services it checked above financial planning or some similar term?Yes No
☐ ☒**C.** Applicant offers investment advisory services for: (check all that apply)

- | | |
|--|--|
| <input checked="" type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input type="checkbox"/> (5) Commissions |
| <input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input type="checkbox"/> (6) Other |

D. For each checked box in A above, describe on Schedule F:

- the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- when compensation is payable, and if compensation is payable before service is provided, how a client may get a refund or may terminate an investment advisory contract before its expiration date

2. Types of clients - Applicant generally provides investment advice to: (check those that apply)

- | | |
|---|--|
| <input checked="" type="checkbox"/> A. Individuals | <input checked="" type="checkbox"/> E. Trusts, estates, or charitable organizations |
| <input type="checkbox"/> B. Banks or thrift institutions | <input checked="" type="checkbox"/> F. Corporations or business entities other than those listed above |
| <input type="checkbox"/> C. Investment companies | <input type="checkbox"/> G. Other (describe on Schedule F) |
| <input checked="" type="checkbox"/> D. Pension and profit sharing plans | |

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

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Applicant:

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Date:

05/11/2007**3. Types of Investments.** Applicant offers advice on the following: (check those that apply)

- | | |
|---|--|
| <input checked="" type="checkbox"/> A. Equity securities | <input checked="" type="checkbox"/> H. United States government securities |
| <input checked="" type="checkbox"/> (1) exchange-listed securities | |
| <input checked="" type="checkbox"/> (2) securities traded over-the-counter | I. Options contracts on: |
| <input checked="" type="checkbox"/> (3) foreign issues | <input checked="" type="checkbox"/> (1) securities |
| | <input type="checkbox"/> (2) commodities |
| <input checked="" type="checkbox"/> B. Warrants | J. Futures contracts on: |
| | <input type="checkbox"/> (1) tangibles |
| <input checked="" type="checkbox"/> C. Corporate debt securities
(other than commercial paper) | <input type="checkbox"/> (2) intangibles |
| <input checked="" type="checkbox"/> D. Commercial paper | K. Interests in partnerships investing in: |
| <input checked="" type="checkbox"/> E. Certificates of deposit | <input type="checkbox"/> (1) real estate |
| <input checked="" type="checkbox"/> F. Municipal securities | <input type="checkbox"/> (2) oil and gas interests |
| | <input type="checkbox"/> (3) other (explain on Schedule F) |
| G. Investment company securities: | <input type="checkbox"/> L. Other (explain on Schedule F) |
| <input type="checkbox"/> (1) variable life insurance | |
| <input type="checkbox"/> (2) variable annuities | |
| <input checked="" type="checkbox"/> (3) mutual fund shares | |

4. Methods of Analysis, Sources of Information, and Investment Strategies.

A. Applicant's security analysis methods include: (check those that apply)

- | | |
|---|---|
| (1) <input checked="" type="checkbox"/> Charting | (4) <input type="checkbox"/> Cyclical |
| (2) <input checked="" type="checkbox"/> Fundamental | (5) <input checked="" type="checkbox"/> Other (explain on Schedule F) |
| (3) <input checked="" type="checkbox"/> Technical | |

B. The main sources of information applicant uses include: (check those that apply)

- | | |
|---|--|
| (1) <input checked="" type="checkbox"/> Financial newspapers and magazines | (5) <input type="checkbox"/> Timing services |
| (2) <input checked="" type="checkbox"/> Inspections of corporate activities | (6) <input checked="" type="checkbox"/> Annual reports, prospectuses, filings with the
Securities and Exchange Commission |
| (3) <input checked="" type="checkbox"/> Research materials prepared by others | (7) <input checked="" type="checkbox"/> Company press releases |
| (4) <input checked="" type="checkbox"/> Corporate rating services | (8) <input checked="" type="checkbox"/> Other (explain on Schedule F) |

C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)

- | | |
|--|---|
| (1) <input checked="" type="checkbox"/> Long term purchases
(securities held at least a year) | (5) <input checked="" type="checkbox"/> Margin transactions |
| (2) <input checked="" type="checkbox"/> Short term purchases
(securities sold within a year) | (6) <input checked="" type="checkbox"/> Option writing, including covered options, uncovered
options or spreading strategies |
| (3) <input checked="" type="checkbox"/> Trading (securities sold within 30 days) | (7) <input checked="" type="checkbox"/> Other (explain on Schedule F) |
| (4) <input checked="" type="checkbox"/> Short sales | |

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

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Applicant:

IQ Trends Private Client Asset Management

SEC File Number:

801-

Date:

5/11/2007**5. Education and Business Standards.**

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients?

Yes No
☐ ☒

(If yes, describe these standards on Schedule F.)

6. Education and Business Background.

For:

- each member of the investment committee or group that determines general investment advice to be given to clients, or
- if the applicant has no investment committee or group, each individual who determines general investment advice given to clients (if more than five, respond only for their supervisors)
- each principal executive officer of applicant or each person with similar status or performing similar functions.

On Schedule F, give the:

- | | |
|-----------------|--|
| • name | • formal education after high school |
| • year of birth | • business background for the preceding five years |

7. Other Business Activities. (check those that apply)

- ☒ A. Applicant is actively engaged in a business other than giving investment advice.
- ☐ B. Applicant sells products or services other than investment advice to clients.
- ☐ C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.

(For each checked box describe the other activities, including the time spent on them, on Schedule F.)

8. Other Financial Industry Activities or Affiliations. (check those that apply)

- ☐ A. Applicant is registered (or has an application pending) as a securities broker-dealer.
- ☐ B. Applicant is registered (or has an application pending) as a futures commission merchant, commodity pool operator or commodity trading adviser.
- C. Applicant has arrangements that are material to its advisory business or its clients with a related person who is a:
- | | |
|--|--|
| <input type="checkbox"/> (1) broker-dealer | <input type="checkbox"/> (7) accounting firm |
| <input type="checkbox"/> (2) investment company | <input type="checkbox"/> (8) law firm |
| <input type="checkbox"/> (3) other investment adviser | <input type="checkbox"/> (9) insurance company or agency |
| <input type="checkbox"/> (4) financial planning firm | <input type="checkbox"/> (10) pension consultant |
| <input type="checkbox"/> (5) commodity pool operator, commodity trading adviser or futures commission merchant | <input type="checkbox"/> (11) real estate broker or dealer |
| <input type="checkbox"/> (6) banking or thrift institution | <input type="checkbox"/> (12) entity that creates or packages limited partnerships |

(For each checked box in C, on Schedule F identify the related person and describe the relationship and the arrangements.)

- D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest?.....

Yes No
☐ ☒

(If yes, describe on Schedule F the partnerships and what they invest in.)

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

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Applicant:

IQ Trends Private Client Asset Management

SEC File Number:

801-

Date:

5/11/2007
9. Participation or Interest in Client Transactions.

Applicant or a related person: (check those that apply)

- ☐ A. As principal, buys securities for itself from or sells securities it owns to any client.
- ☐ B. As broker or agent effects securities transactions for compensation for any client.
- ☐ C. As broker or agent for any person other than a client effects transactions in which client securities are sold to or bought from a brokerage customer.
- ☐ D. Recommends to clients that they buy or sell securities or investment products in which the applicant or a related person has some financial interest.
- ☒ E. Buys or sells for itself securities that it also recommends to clients.

(For each box checked, describe on Schedule F when the applicant or a related person engages in these transactions and what restrictions, internal procedures, or disclosures are used for conflicts of interest in those transactions.)

Describe, on Schedule F, your code of ethics, and state that you will provide a copy of your code of ethics to any client or prospective client upon request.

10. Conditions for Managing Accounts. Does the applicant provide investment supervisory services, manage investment advisory accounts or hold itself out as providing financial planning or some similarly termed services *and* impose a minimum dollar value of assets or other conditions for starting or maintaining an account?

Yes

☐

No

☒

(If yes, describe on Schedule F.)

11. Review of Accounts. If applicant provides investment supervisory services, manages investment advisory accounts, or holds itself out as providing financial planning or some similarly termed services:

- A. Describe below the reviews and reviewers of the accounts. **For reviews**, include their frequency, different levels, and triggering factors. **For reviewers**, include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.

Advisor recommends at minimum an annual review. Additional review sessions can be scheduled upon Client request. It is Client's responsibility to inform Advisor of any material change which could necessitate a change in how the Portfolio is managed. A review consists of: examining the beginning and ending Portfolio values for the period; cash and/or securities contributed to or withdrawn from the Portfolio; interest and dividend received; dollar and percentage gain/(loss) for the period; time-weighted rates of return for the period and since inception.

Reviews are conducted by one of Advisors' principals: Kelley R. Wright or Michael T. Minney.

- B. Describe below the nature and frequency of regular reports to clients on their accounts.

Monthly reports are provided to Client by their chosen Custodian and will include: a list of securities and money fund balances; beginning and ending Portfolio values; dividends and interest received; the cost of purchases and proceeds from liquidations; the date and amount of any fees and charges.

Advisor will provide a performance report after each calendar quarter. The report will include the information noted above; time-weighted returns for the period and since inception; a comparison to an appropriate investment benchmark or index.

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

12. Investment or Brokerage Discretion.

A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:

(1) securities to be bought or sold?

Yes No

☒ ☐

(2) amount of the securities to be bought or sold ?

Yes No

☒ ☐

(3) broker or dealer to be used ?

Yes No

☒ ☐

(4) commission rates paid?

Yes No

☐ ☒

B. Does applicant or a related person suggest brokers to clients?

Yes No

☒ ☐

For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:

- the products, research and services
- whether clients may pay commissions higher than those obtainable from other brokers in return for those products and services
- whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for products and research services received.

13. Additional Compensation.

Does the applicant or a related person have any arrangements, oral or in writing, where it:

A. is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients?

Yes No

☐ ☒

B. directly or indirectly compensates any person for client referrals?

Yes No

☒ ☐

(For each yes, describe the arrangements on Schedule F.)

14. Balance Sheet. Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

- has custody of client funds or securities unless applicant is registered or registering only with the Securities and Exchange Commission; or
- requires prepayment of more than \$500 in fees per client and 6 or more months in advance

Has applicant provided a Schedule G balance sheet?

Yes No

☐ ☒

**Schedule F of
Form ADV**

Continuation Sheet for Form ADV Part II

Applicant:	SEC File Number:	Date:
IQ Trends Private Client Asset Management	801-	05/11/2007

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: IQ Trends Private Client Asset Management		IRS Empl. Ident.No.: 33-0787402
Item of Form (identify)	Answer	
Part 2, 1 (A) 1	<p>Advisor creates and supervises an actively managed portfolio of securities that consist primarily of individual stocks chosen from the <i>Investment Quality Trends</i> newsletter. Under normal market conditions stock selections will be made from all newsletter categories except those that are deemed to be <i>Overvalued</i>. Stocks are typically purchased at or near their historically repetitive area of <i>Undervalue</i> and held through their <i>Rising Trend</i> until such time that they reach their historically repetitive area of <i>Overvalue</i> as defined by Investment Quality Trends. When positions reach their Overvalued area they are typically liquidated and the proceeds are redirected to new Undervalued positions.</p> <p>It is the investment policy of Advisor to avoid the use of margin, short sales and options.</p> <p>Client will pay Advisor an annual fee based on a percentage of the assets managed, billed quarterly in arrears as follows:</p> <p>.25% per quarter or 1.0% per annum on assets between \$1,000,000 and \$5,000,000. .1875% per quarter or 0.75% per annum on assets between \$5,000,001 and \$10,000,000. Fees for assets exceeding \$10,000,001 are negotiable.</p> <p>For engagements that commence prior to the end of a calendar quarter the fee will be pro-rated for the number of actual days the portfolio is under Advisor's management.</p> <p>Cash or securities added to the portfolio will be treated as having been deposited on the first day of the billing period.</p> <p>Advisor stipulates that its market is highly competitive and therefore reserves the right to negotiate its fee schedule in a competitive situation. Advisor reserves the right to negotiate its fee schedule if Advisor determines that flexibility on compensation is in its own enlightened self-interest.</p>	
Part 2, 1 (A) 2	<p>Advisor provides a Consulting Service that consists of advice and recommendations on portfolio securities to individuals, fiduciaries of qualified plans, trusts, and endowments and foundations on a non-discretionary basis.</p> <p>The Consulting Service differs from the Investment Supervisory Service in that Advisor will only make buy, sell, and hold recommendations for the respective portfolio. It is the Client's sole responsibility to effect those recommendations at their discretion.</p> <p>Client will keep Advisor apprised as to the portfolio composition and Advisor will make recommendations as to subsequent transactions as Advisor deems prudent. At no time will Advisor have the authority or discretion to effect transactions on client's behalf.</p> <p>Client will pay Advisor an annual fee based on a percentage of the assets, billed semi-annually in advance as follows:</p> <p>.35% or \$1,500, whichever is greater, up to \$5,000,000 in assets. .30% on assets from \$5,000,001 to \$10,000,000. Fees for assets exceeding \$10,000,001 are negotiable.</p> <p>Advisor stipulates that its market is highly competitive and therefore reserves the right to negotiate its fee schedule in a competitive situation. Advisor reserves the right to negotiate its fee schedule if Advisor determines that flexibility on compensation is in its own</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

Applicant:	SEC File Number:	Date:
IQ Trends Private Client Asset Management	801-	05/11/2007

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: IQ Trends Private Client Asset Management		IRS Empl. Ident.No.: 33-0787402
Item of Form (identify)	Answer	
Part 2, 1 (A) 3	enlightened self-interest.	
Part 2, 4 (A) 5	<p>Advisor furnishes investment advice through consultations that does not involve investment supervisory services or managing investment advisory accounts to fiduciaries of qualified plans, trusts, endowments and foundations and to individual investors with substantial assets.</p> <p>Client will pay Advisor an hourly rate of \$350 per hour upon completion of the consultations.</p> <p>Advisors officers and shareholders own and publish the Investment Quality Trends newsletter. Investment Quality Trends developed and utilizes a proprietary methodology based on an original concept of stock value-identification where investment considerations are centered on a list of equity securities that meet its Criteria for Select Blue Chip stocks. These stocks are then purchased and sold according to historic profiles of dividend yield that are designated as Undervalued and Overvalued. In simple terms this methodology is a fundamental approach to technical analysis that relies heavily on fundamental earnings and dividend data as well as historic dividend yield bands that are identified through analysis of long-term price and dividend yield charts.</p>	
Part 2, 4(B) 3 & 8	Advisor utilizes redundant research and information sources in an attempt to be as precise as possible on historic fundamental and technical data on the companies that meet its Criteria for Select Blue Chip stocks that comprise its universe. These sources include but are not limited to: Standard and Poor's; Dow Jones and Company, Inc.; Reuters; Charles Schwab and Company, Inc., and Goldman Sachs.	
Part 2, 4(C) 7	Advisor constructs portfolios of equity securities that meet the Criteria for Select Blue Chip stocks in the Investment Quality Trends newsletter for the objectives of: principal preservation; an immediate and growing stream of income from dividends and dividend increases; and long-term capital appreciation. It is Advisors' intention to be fully invested in stocks at all times unless the current environment is one where asset valuations are at historical extremes, credit quality is low or volatility is excessive. Advisor may use cash equivalents and/or short-term, high-quality fixed instruments to the extent necessary to keep the portfolio capital productive.	
Part 2, 6	<p>Kelley R. Wright July 3, 1959 Ashland Community College (1977) University of Kentucky, Business Administration (1977-1979) Investment Quality Trends Managing Editor 12/2002 to present IQ Trends Private Client Asset Management President, CIO 12/2002 to present Kelley Wright & Company, Inc. President, CIO 04/1998 to 12/2002 Christopher Weil & Company, Inc. Vice-President 04/1996 to 04/1998</p> <p>Michael T. Minney December 21, 1964 University of San Diego, Business Administration (1983-1987) Investment Quality Trends Publisher 07/2005 to present IQ Trends Private Client Asset Management Director, Inv. Svc. 07/2005 to present Advantage Asset Management, Inc. President, CEO 04/1996 to 07/2005 Advantage Asset management, Inc. Director of Risk Mngmt. 08/1993 to 04/1996</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

Applicant:	SEC File Number:	Date:
IQ Trends Private Client Asset Management	801-	05/11/2007

1. Full name of applicant exactly as stated in Item 1A of Part I of Form ADV: IQ Trends Private Client Asset Management		IRS Empl. Ident.No.: 33-0787402
Item of Form (identify)	Answer	
Part 2, 7	Kelley R. Wright is Managing Editor and Michael T. Minney is Publisher of the Investment Quality Trends newsletter.	
Part 2, 9 (E)	Prudence dictates that Advisor invests its capital reserves and retained earnings in the normal course of business. As Advisor is in the business of identifying stocks for its clients, Advisor would be remiss in not using this information and expertise for its own investment purposes. Advisor stipulates that a conflict of interest would appear to exist; however, Advisor receives no special pricing or services for the management of its own capital and Advisor effects transactions on its behalf subsequent to effecting transactions on behalf of its clients.	
Part 2, 12 (B)	Upon Client request, Advisor will recommend a custodian to hold Client's assets and to report on same. For economies of scale and ease of use, Advisor typically suggests the Schwab institutional division of Charles Schwab & Company, Inc. The factors for recommending Schwab as custodian are as follows: Schwab Institutional provides a competitive fee structure for effecting transactions, particularly when Advisor is able to aggregate buy and sell orders. Schwab also provides a technology platform which assists Advisor in efficiently tracking and accounting for Client's assets and transactions. The Schwab Institutional platform also makes available access to critical market data and information from multiple sources easily attainable by combining the research offerings from these multiple sources into a single access point. The technology and research provided to Advisor does not increase the cost of transactions to Clients. The technology and research provided to Advisor is available to all Clients and there are no additional charges or fees for this technology and research.	
Part 2, 13 (B)	Advisor has entered into a sub-advisory agreement with Jackson Financial Services, LLC (JFS), a registered investment advisor with the Securities and Exchange Commission. JFS introduces clients to Advisor for the purpose of entering into an investment management agreement with Advisor. Pursuant to The Investment Advisers Act of 1940, JFS and Advisor provides a written statement disclosing the relationship between JFS and Advisor. If a client introduced to Advisor by JFS retains Advisor for investment management services, the client will pay Advisor the fee specified in Part 2, 1 (A) 1. Twenty-five percent (25%) of this investment management fee will be paid to JFS by Advisor. This 25% represents a referral arrangement between JFS and Advisor. Advisor has standard fees and is not increasing these fees to compensate for the cost of referrals by JFS. Except for the contractual relationship pursuant to which Advisor pays JFS a cash referral fee (as described above), JFS and Advisor are in no way affiliated with each other.	

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