



Bullseye Asset Management LLC

Part 2A of Form ADV Brochure

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This brochure provides information about the qualifications and business practices of Bullseye Asset Management LLC ("Bullseye", "we", or "us"). If you have any questions about the contents of this brochure, please contact us at (720) 545 9988 or by email at info@bullseye-am.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Bullseye (CRD #153990) is available on the SEC's website at: www.adviserinfo.sec.gov.

Bullseye Asset Management LLC is an SEC registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training.

Item 2: Material Changes

This section of our brochure will be updated when material changes occur since the last annual release of our brochure.

Material Changes

Bullseye's most recent update to Part 2 of the Form ADV was made in March, 2014

In June 2014, the firm began sub-advising to The James Alpha Multi Strategy Alternative Income Portfolio. The fund is a part of the Saratoga Advantage Trust. James Alpha Management is the portfolio's investment adviser. Bullseye is one of several sub-advisers to the fund and is responsible for a strategy within the fund.

Full Brochure Available

If you would like to receive a complete copy of our most recent brochure, please contact us at: (720) 545-9988.

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Item 4: Advisory Business

Bullseye Asset Management LLC (“Bullseye”, “we”, or “us”) was founded in 2010 and is 100% privately held by Jakob V. Holm and William H. Bales. Bullseye provides investment management services to privately offered limited partnerships, high net worth individuals, trusts, estates, endowments, foundations, and other institutional clients. As of February 28, 2014, Bullseye had \$39.8 million in asset under management (“AUM”) on a discretionary basis and \$0 AUM on a non-discretionary basis.

Bullseye employs fundamental research to uncover suitable investments. We offer both long only strategies as well as long/short strategies. We invest primarily in small and mid-capitalization (small cap and mid cap) equities. We may also invest in other types of financial instruments such as preferred equities, fixed income securities, options, futures, and initial public offerings. On behalf of our clients we engage in hedging, forward trading, and short selling. We also employ leverage. We have a long term investment horizon, though we may opt to hold a specific security for a shorter time period. We tailor our advice and recommendations to the individual needs of our clients. Clients may impose restrictions on investing in certain securities.

Investment Pools

In addition to the separate account services described above, we may provide sub-advisory services to mutual funds and other investment pools (including, but not limited to, other public or private investment companies) sponsored by us or unaffiliated third-parties. Information concerning these funds and investment pools, including a description of the services we provide and advisory fees paid to us are contained in each fund's prospectus or investment pool's offering documents.

Item 5: Fees and Compensation

Long Only Strategies

As compensation for our advisory services, each long only account client pays an investment management fee based on asset under management. Our advisory fees range from 0.70% to 0.95% per annum depending on account size. Our advisory fees are negotiable. The fees are calculated and collected monthly in arrears as of the first business day of each calendar month.

Long/Short Strategies

As compensation for our advisory services, we receive from qualified clients an investment management fee based on assets under management and a performance-based incentive allocation. Our investment management fees range from 0.75% to 2.0% and are calculated monthly in arrears. They are based on the value of the assets under management and are calculated by the fund's third party fund administrator.

Our performance-based incentive allocations range from 10% to 20% of the Net New Profits, as defined below, as determined by a third-party fund administrator on an annual basis for the prior year. “Net

New Profits” means the net increase in the assets under management, subject to a loss carry-forward also referred to as a “high water mark”.

General Information on Advisory Fees and Services

If a client authorizes us to deduct fees directly from an account held by a qualified custodian, we will obtain written authorization from the client to deduct such fees. Each time a fee is directly deducted from a client’s account, we will concurrently (i) send an invoice to the custodian specifying the amount of the fee and (ii) send a monthly invoice to the client specifying and itemizing the fee, including the formula used to calculate the fee, the amount of assets under management upon which the fee is based, and the time period covered by the fee. If the client does not authorize us to deduct the fee from the client’s account, we will send the client a monthly bill, and the Investment Advisory Fee will be due upon receipt.

We may make changes to the fee schedule by giving clients thirty (30) days written notice of such changes. If the client does not terminate the investment services, the new fees or changes will become effective at the expiration of the thirty (30) days. The Investment Advisory Agreement may be terminated by either us or the client by submitting written notice to the appropriate parties. If notice of termination is received within five (5) business days of the signing of the Investment Advisory Agreement, services will be terminated without penalty (*i.e.*, no fees are due). After the initial five (5) business days, fees will be due, based on the number of days of services provided prior to receipt of such notice. Termination of services will not affect the liabilities or obligations of the parties arising out of transactions initiated prior to termination.

In addition to our investment management fees, the clients bear trading costs, custodial fees and other expenses. These may include (i) all costs and expenses of transferring the assets to the account; (ii) all taxes and governmental fees and charges incurred by the account (including all withholding taxes); (iii) all brokerage commissions and other trading costs and fees, underwriting discounts, sales loads, spreads and other similar charges; and (iv) all charges of US depositories and of any custodian and/or other service providers. To the extent that client accounts are invested in mutual funds or ETFs, the client will incur a separate layer of management, trading, and administrative expenses. We do not share in any portion of the fees or transaction charges imposed by the custodian or mutual funds. For additional information see Item 12: “Brokerage Practices”.

Item 6: Performance Based Fees and Side-by-Side Management

Bullseye offers investment advisory services and charges fees based on assets under management as well as performance-based fees. Our right to the performance-based fees represents a conflict of interest because we have an incentive to make investments that are riskier, more speculative or more highly levered than would be the case in the absence of performance-based compensation. In order to mitigate these conflicts we have developed investment guidelines in terms of the types of investments, net exposure, leverage, position size limits among others for the privately offered limited partnerships,

which we advise. These investment guidelines are further detailed in the offering documents related to each privately offered limited partnership.

Our right to the performance-based fees also represents a conflict of interest because we have an incentive to direct riskier, more speculative or more highly levered investments to those separate accounts or funds with higher performance-based fees. In order to mitigate these conflicts, we have developed and maintain trade allocation policies that seek fair and equitable treatment for all accounts over time. For a description of how we allocate investments among our separate accounts and funds, please refer to Item 12: “Brokerage Practices - Aggregation and Allocation of Transactions.”

Item 7: Types of Clients

Bullseye offers investment advisory services to high net worth individuals, trusts, estates, endowments, foundations, other institutional clients, privately offered limited partnerships, investment companies. Generally, our minimum for separately managed accounts is \$10,000,000. However, minimums may be altered or waived at our sole discretion. Clients must have certain qualifications and accreditations to be involved in the privately offered limited partnership.

Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss

Investment Strategies

Bullseye generally offers three types of investment strategies: Long/short equity, long-only small cap growth, and long-only small cap value. All three strategies invest primarily in small and mid cap US publicly traded equities. Our long/short equity strategy seeks to generate positive absolute returns with lower than market volatility. Our long-only small cap growth strategy seeks to generate returns in excess of the Russell 2000 Growth Index, and our long-only small cap value strategy seeks to generate returns in excess of the Russell 2000 Value Index. Investing in securities involves risk of loss that any client should be prepared to bear.

Methods of Analysis

Bullseye follows a fundamental research-driven, bottom-up stock selection process on both the long and short side whereby investment decisions are based upon extensive analysis of the business and financial fundamentals concerning particular companies and their industries. We attempt to assess a company's intrinsic value and seek to capitalize on significant differences between this and the current market price of a security.

For long investments, Bullseye generally invests in securities where our research indicates an asymmetrical relationship between the potential upside and potential downside of the investment. For short sale investments, Bullseye generally invests in securities where our research shows weak or deteriorating fundamentals or other factors that lead us to conclude the security is overvalued and has the potential to decline in value.

In evaluating potential investments, we may rely on information from a variety of sources including, but not limited to, financial newspapers and magazines, meetings with company executives, reviewing corporate activities, reviewing corporate documents filed with the U.S. Securities and Exchange Commission, company press releases and research provided by third parties. We also utilize electronic data feeds and research tools from third party vendors.

Bullseye may use some or all of the investment methodologies described here. There is no assurance that Bullseye's application of these methodologies will be successful, nor is there any assurance that the information and data upon which we rely will always be fully accurate or unbiased.

Risk of Loss

General Risk of Investing

Investing in securities involves a substantial risk of loss to the value of investments. Each client or investor should be prepared to bear the risk of losing a substantial amount of their investment up to and including all assets invested.

Lack of Diversification

The portfolio recommended by Bullseye may not be diversified among a wide range of securities, industries or asset classes. As such, the portfolio may be exposed to wider fluctuations in portfolio value than otherwise would be the case if the portfolio were required to maintain a high degree of diversification among its investments.

Small Cap Stocks

We invest in small cap securities. These securities carry greater risks than large cap equities. These risks include, but are not limited to: Illiquidity, insolvency, stock price volatility, delisting, inferior management, reliance on a single or few products, product obsolescence, and bankruptcy.

Options

Bullseye may engage from time to time in various types of options transactions. We engage in buying and writing put and call options. An option gives the purchaser the right, but not the obligation, upon exercise of the option, either (i) to buy or sell a specific amount of the underlying security at a specific price (the "strike" price or "exercise" price), or (ii) in the case of a stock index option, to receive a specified cash settlement. To purchase an option, the purchaser must pay a "premium," which consists of a single, nonrefundable payment. Unless the price of the securities underlying the option changes and it becomes profitable to exercise or offset the option before it expires, our clients may lose the entire amount of the premium. The purchaser of an option runs the risk of losing the entire investment. Thus, our clients may incur significant losses in a relatively short period of time. The ability to trade in or exercise options also may be restricted in the event that trading in the underlying securities interest becomes restricted.

Short Selling

Bullseye may sell securities that clients do not own in the expectation of purchasing securities in the open market at a price lower than the price the security was sold. This is known as a short sale. We may apply short positions to seek to take advantage of deteriorating fundamentals at the individual security level but may also apply short positions as a hedging technique where the shorts are paired with more fundamentally attractive, historically correlated, long positions. We may also periodically hedge a client's long portfolio through short selling sector, industry, and market ETFs, or through the use of several smaller "basket" positions that, in aggregate, we believe, would theoretically hedge individual long positions or long industry or sector exposure. If the price of the issuer's securities declines, the client may then cover the short position with securities purchased in the market. The profit realized on a short sale will be the difference between the price received in the sale and the cost of the securities purchased to cover the sale. The possible losses from selling short a security differ from losses that could be incurred from a cash investment in the security; short sale losses may be unlimited, whereas purchases of a security can only equal the total amount of the investment. Short selling activities are also subject to restrictions imposed by the federal securities laws and the various national and regional securities exchanges, which restrictions could limit a client's investment activities. There can be no assurance that securities necessary to cover a short position will be available for purchase.

Leverage

Bullseye uses leverage in certain investment programs when we deem it to be appropriate for our clients and consistent with applicable regulations. At times, the amount of such leverage may be substantial. Unless otherwise agreed with our separate account clients, our clients are not subject to any limitations on borrowing or other forms of leverage. Indirect forms of leverage include leverage through short sales or derivative instruments such as options techniques, which have embedded leverage features. We may also leverage a client's assets by entering into reverse repurchase agreements whereby we effectively borrow funds on a secured basis by "selling" interests in investments to a financial institution for cash and agreeing to "repurchase" such investments at a specified future date for the sales price paid plus interest at a negotiated rate.

Leverage creates an opportunity for greater yield and total return, but at the same time increases risk and current expenses. If a client purchases securities on margin and the value of those securities declines, the client may be obligated to pay down the margin loans to avoid liquidation of the securities. If loans to the client are collateralized with portfolio securities that decrease in value, the client may be obligated to provide additional collateral to the lender in the form of cash or securities to avoid liquidation of the pledged securities. Any such liquidation could result in substantial losses. Moreover, counterparties of our clients, in their sole discretion, may change the leverage limits that they extend to our clients.

Hedging

Bullseye uses a variety of financial instruments such as derivatives, options, futures, and forward contracts, both for investment purposes and for risk management purposes. Hedging also involves special risks including the possible default by the other party to the transaction, illiquidity and, to the extent that our assessment of certain market movements is incorrect, the risk that the use of hedging could result in losses greater than if hedging had not been used. Those clients who engage in hedging transaction are subject to the risk of the failure or default of any counterparty to the client's transactions.

Item 9: Disciplinary Information

Bullseye and its principals have not been involved in any legal or disciplinary events that would be material to a client's evaluation of the company and its personnel.

Item 10: Other Financial Industry Activities and Affiliations

We manage a hedge fund, Bullseye Disciplined Long Short Fund LP, a Delaware limited partnership. The general partner of this hedge fund is Bullseye GP LLC, a Colorado limited liability company. Bullseye's principals are also principals of Bullseye GP LLC.

Bullseye SPV LLC, a Colorado limited liability company, is wholly-owned by Bullseye and is a special limited partner of the Polaris Prime Technology LP and of James Alpha Disciplined Growth Fund LP. Bullseye serves as the investment adviser for the Polaris Prime Technology LP fund and for the James Alpha Disciplined Growth Fund LP.

Bullseye offers investment advisory services and charges fees based on assets under management as well as performance-based fees. Our right to the performance-based fees creates a conflict of interest because we have an incentive to make investments that are riskier, more speculative or more highly levered than would be the case in the absence of performance-based compensation. It also creates an incentive for us to direct riskier, more speculative or more highly levered investments to those separate accounts or funds with higher performance-based fees. In order to mitigate these conflicts, we have developed and maintain trade allocation policies that seek fair and equitable treatment for all accounts over time. For a description of how we allocate investments among our separate accounts and funds, please refer to Item 12: "Brokerage Practices - Aggregation and Allocation of Transactions."

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

All of our employees are governed by, and must comply with, our Code of Ethics. Bullseye has a duty to exercise its authority and responsibility for the benefit of its clients, to place the interests of its clients first, and to refrain from having outside interests that conflict with the interests of its clients. Bullseye

must avoid any circumstances that might adversely affect or appear to affect our duty of complete loyalty to our clients. Each person associated with Bullseye must adhere to a high standard of business ethics and must be sensitive to situations that may give rise to actual as well as apparent conflicts of interest.

The Code of Ethics imposes restrictions on principal and employee personal securities trading and requires principals and employees to obtain prior approval for most personal securities trading. The Code of Ethics also requires employees to report their personal securities trading and holdings.

A copy of our code of ethics is available by contacting us.

Item 12: Brokerage Practices

Bullseye has discretionary authority to select brokers to execute transactions and negotiate commission rates with these executing brokers. We seek to obtain best execution when we determine the broker to be used for a particular trade. Best execution involves a number of factors including obtaining the best price for execution services. In addition to best price, best execution may involve the depth and quality of a broker's services. Significant factors include number, quality, and relevance of meetings with company management teams offered; access and attendance to investment conferences, and availability of one-on-one meetings at investment conferences. Other factors we may consider include, but are not limited to:

- the efficient placement of orders;
- clearance settlement;
- overall execution quality;
- promptness of execution;
- promptness and accuracy of oral, hard copy, or electronic reports of execution;
- ability and willingness to correct trade errors;
- ability to access various market centers;
- the market where the securities trades are executed;
- any expertise the broker may have in executing trades for particular types of securities;
- historical commission rates;
- reliability;
- ability to use electronic communications networks (ECNs) to gain liquidity, price improvement, lower commission rates, and anonymity;
- soft dollar/client commission programs;
- execution and operational capabilities and its clearing firm;
- financial condition;
- creditworthiness and business reputation;
- research services including, but not limited to, the availability, relevance, and quality of written research; access to, responsiveness of, and quality of research analysis;

- sponsorship of access to executive management of public companies, typically at conferences, conference calls or visits to our office; and/or
- our overall assessment of a broker

We evaluate whether the broker's service or product provides lawful and appropriate assistance to us in fulfilling our investment decision making obligations. It is difficult if not impossible to place a dollar value on the research services we receive from brokers effecting transactions in the portfolios. Consequently, brokers we select may be paid commissions for effecting portfolio transactions in excess of amounts other brokers would have charged for effecting similar transactions. We allocate transactions to brokers for execution on markets and at prices and commission rates in our good faith judgment are in the best interest of the client. We regularly and periodically evaluate the quality of these brokerage services against our standards of execution. Consistent with our policy and procedures, we will obtain brokerage services only from those firms which meet our acceptable standards with consistent reliability.

Research and Other Soft Dollar Benefits

As detailed above, Bullseye considers a number of factors when selecting brokers to execute trades. In some cases, Bullseye receives research and market data from brokers in return for directed client transactions. This is commonly known as a "soft dollars" relationship. Without this relationship, Bullseye would have to pay for the research and market data. We receive an electronic trading platform, brokerage research reports, access to investment conferences, and a fundamental data delivery system, S&P Capital IQ. For certain trades, it is possible that another broker's fees may be less than the commission paid by the client. Bullseye will use its best efforts to determine that the commissions are reasonable in relation to the value of the research and market data provided by such broker. Bullseye will also ensure that the research and market data received fall within the safe harbor under Section 28(e) of the Securities Exchange Act of 1934. We believe all clients benefit from this research and market data, but all clients may not benefit proportionately. We have a fiduciary duty to our clients and put the interests of our clients first. Still, the receipt of such soft dollars creates a conflict of interest.

Directed Brokerage

Bullseye typically retains discretion over brokerage selection. However, clients may sometimes wish to restrict brokerage to a particular broker or dealer in recognition of custodial or other services provided to the client by the broker or dealer. The client must request in writing that Bullseye directs a portion of the securities transactions for its account to a specified broker-dealer. Although Bullseye will attempt to effect such transactions in a manner consistent with its policy of seeking best execution on each transaction, there may be occasions where we are unable to do so, in which case we will continue to comply with client's instructions going forward.

The client, therefore, should consider whether commissions, execution, clearance and settlement capabilities, and fees for custodial or other services provided to the client by the broker-dealer (if applicable) will be comparable to those otherwise obtainable by Bullseye.

A client making such a designation should understand that it may forego benefits from savings on execution costs that may otherwise be obtained, most notably by aggregating brokerage orders for accounts. Further, if a designated broker or dealer is not on Bullseye's approved list of brokers there may be additional risks including, but not limited to, credit and/or settlement risk. However, when appropriate, Bullseye will include in aggregate orders transactions for clients that have made such a designation. In such cases, the executing broker will transfer such client's portion of the aggregated order to the broker designated by the client for that broker to clear and settle. The client who directs Bullseye to use a specific broker may receive less efficient clearing and settlement on some transactions at least in part because the directed broker may provide less efficient service. In addition, such separate account client may not be able to participate in an allocation of shares of a new issue ("IPO") if those shares are sold by another broker.

Aggregation and Allocation of Transactions

While each client's account is individually managed, we will often purchase and/or sell the same securities for multiple clients. When possible, we aggregate the same transactions in the same securities for multiple clients having the same or similar investment objectives. Clients in an aggregated transaction each receive the same price per share or unit, and will pay the same commission rate. Because some of these aggregated transactions may be placed through an omnibus account at a brokerage firm, some clients, depending upon their custodian arrangements, may never receive a confirmation of their individual transaction at the time of the transaction. Instead, such clients will receive only a monthly or quarterly statement from their custodian showing such individual transactions. If we place more than one order to fill all orders in an aggregated transaction, each client in the aggregated transaction receives the average price paid in all orders placed for clients in the same aggregate transaction in the same security on that day. If we are unable to fill an aggregated transaction completely, but receive a partial fill of an aggregated transaction, we allocate the partially filled transaction pro-rata based on the full order. Certain clients may not be included in certain aggregated transactions because of cash availability or if such investment is not consistent with its investment objectives and guidelines. Conflicts may arise in the allocation of investment opportunities among clients. Bullseye will seek to allocate investment opportunities believed appropriate for one or more of its clients equitably and consistent with the best interests of all clients involved; however, there can be no assurance that a particular investment opportunity will be allocated in any particular manner. In the course of providing advisory services, we may simultaneously recommend the sale of a particular security for one account and the purchase of the same security for another account if such recommendations are consistent with each client's investment objectives and guidelines. Therefore, opportunities may arise for us to effect "cross" transactions between client accounts. Consistent with our fiduciary obligations to each client and the requirements of best execution, we may, under such circumstances, arrange to have the purchase and sale transaction effected directly between its clients ("cross transactions"). A cross transaction would be effected on the basis of the current market price of the security or at a price reasonably determined to reflect the fair value of the security. We do not receive compensation (other than our advisory fee), directly or indirectly, for effecting a cross transaction, and accordingly will not be deemed to have acted as a "broker" within the meaning of

Section 206(3) of the Investment Advisers Act of 1940 with respect to the transaction. Since, in such transactions, we represent both client-seller and client-buyer, we may have a conflict of interest.

Bullseye may, from time to time, participate in an initial public offering (“IPO”) through an underwriter. Bullseye may only be allocated a small portion of the total IPO offering. It is our policy to allocate IPOs only to those accounts that we consider such transaction to be suitable and in accordance with the account’s investment objectives and risk tolerance and applicable FINRA rules. If there are insufficient shares of an IPO to allocate to all clients, Bullseye will allocate IPO shares on a pro-rata basis based on the initial order.

Item 13: Review of Accounts

The portfolio of each advisory client is generally under continuous review by Bullseye. The responsibility for reviewing the accounts lies with the portfolio managers, either Jakob V. Holm and/or William H. Bales, who typically reviews holdings for consistency with clients’ investment objectives and limitations, if any. Bullseye’s Chief Compliance Office, Jakob V. Holm, also reviews account information for administrative and compliance purposes. In addition to the continuous review, the Bullseye Disciplined Long Short Fund LP is subject to annual audits conducted by Rothstein Kass & Co., P.C. Separate account clients may receive additional information from Bullseye pursuant to their individual Advisory Agreements, usually including information that is generally related to holdings and transaction information.

Item 14: Client Referrals

Bullseye may from time to time engage third-party firms to assist in our marketing efforts. Third-party firms use their own efforts and resources to identify clients for Bullseye. We may pay referral fees to third-parties who recommend us. It is our policy to disclose the nature of the relationship and the amount of compensation. Clients referred to us do not pay higher advisory fees. We have engaged James Alpha Management LLC to assist us in our marketing efforts. We compensate James Alpha Management LLC for their services.

Item 15: Custody

We are deemed to have custody of client assets because of our ability to deduct fees. Beyond our ability to deduct fees, we do not have custody of client assets. Clients may authorize us to debit fees directly from their accounts. In that case, the client must provide written authorization permitting the custodian to debit our fees from the client’s account. The custodian will send quarterly statements to clients. Each time a fee is directly deducted from a client’s account, we will concurrently (i) send an invoice to the custodian specifying the amount of the fee and (ii) send an invoice to the client specifying

and itemizing the fee, including the formula used to calculate the fee, the amount of assets under management upon which the fee is based, and the time period covered by the fee.

Item 16: Investment Discretion

We obtain discretionary trading authority from our clients at the beginning of an advisory relationship. If we receive such authority, we are authorized to purchase and sell securities without obtaining client consent. However, we will only exercise such discretion in a manner consistent with the client's stated investment objectives and risk tolerance. Clients must execute a discretionary trading authorization before we assume this authority.

Item 17: Voting Clients Securities

We vote proxies on behalf of clients received from companies in relation to the securities owned in those accounts or funds, if agreed upon between the client and Bullseye.

We have adopted and implemented written policies and procedures (the "Proxy Policy") that are reasonably designed to ensure we vote proxies in your best interests. The Proxy Policy establishes a mechanism to address any conflicts of interests between you and Bullseye. The Proxy Policy also establishes how you can obtain information on we have voted proxies previously.

We generally vote the proxy requests we receive. When we vote, we determine how to vote after an evaluation of the proxy materials as well as any other information or data that may be necessary or beneficial in determining the appropriate vote. We make every effort to further your best interests and consistent with our investment strategies. We will vote proxies on a case-by-case basis. We will generally vote in favor of matters which follow an appropriate, in our view, corporate strategic direction, support an ownership structure that enhances shareholder value without the diminution of management's accountability to shareholders, and/or in support of compensation plans that commensurate with enhanced manager performance and market practices, among other factors.

If a particular proxy vote creates a material conflict between your and our interests, we will contact you prior to voting the proxy. We will disclose the conflict and obtain consent to continue to handle the voting responsibility or relinquish our delegated right to vote.

We maintain records of (i) proxy statements and materials we receive; (ii) proxy votes we made, (iii) documents which were material to a proxy vote, (iv) written requests from clients regarding voting history, and (v) responses (written and oral) to a client's requests.

Item 18: Financial Information

We are not required to provide further financial information because we (i) do not solicit pre-payment of more than \$1,200 in fees per client, 6 months in advance and (ii) have not been the subject of a bankruptcy petition at any time during the past ten years. We do not have any financial condition that is likely to impair our ability to meet our contractual commitments to our clients.



Bullseye Asset Management LLC

Part 2B of Form ADV Brochure Supplement

Supervised Person:

William H. Bales

Address:

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Updated: May 30, 2014

This brochure supplement provides information about William H. Bales that supplements the Bullseye Asset Management LLC brochure. You should have received a copy of that brochure. Please contact Bullseye Asset Management LLC if you did not receive Bullseye Asset Management LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about William H. Bales is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

William H. Bales:

William Bales serves as portfolio manager, principal, and member of Bullseye. He previously served as the Portfolio Manager at Janus Capital Management responsible for the Janus Venture Fund and separately managed portfolios in the Small Cap Growth discipline. Mr. Bales joined Janus Capital Management in 1991, and became an analyst in 1993. He served as co-manager of the Janus Venture Fund from 1997 and became the sole portfolio manager in January 2001.

Mr. Bales received a Master of Science degree in marketing and finance and a Bachelor of Science in marketing from the University of Colorado. Mr. Bales has been in the investment industry since 1992. He was born in 1968.

Item 3: Disciplinary Information

William Bales has no history of legal or disciplinary events.

Item 4: Other Business Activities

William H. Bales is not actively engaged in any other business.

Item 5: Additional Compensation

William H. Bales generally derives his compensation from the provision of investment advisory services. This compensation is, in part, both directly and indirectly dependent on increasing the number of clients for whom the firm provides investment advisory services and the firm's overall assets under management.

Item 6: Supervision

William H. Bales is supervised by Jakob V. Holm, in his capacity as Chief Compliance Officer, and by the Members of Bullseye Asset Management LLC. Jakob V. Holm, Chief Compliance Officer, can be contacted via phone at (720) 545 9988.



Bullseye Asset Management LLC

Part 2B of Form ADV Brochure Supplement

Supervised Person:

Jakob V. Holm

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Item 2: Educational Background and Business Experience

Jakob V. Holm:

Jakob Holm serves as portfolio manager, principal, member, and Chief Compliance Officer of Bullseye . He previously served as the Portfolio Manager at Janus Capital Management responsible for the Janus Adviser Small Company Value Fund, Janus Aspen Small Company Value Fund and separately managed portfolios in the Small Company Value discipline. Prior to joining Janus in July 2005, Mr. Holm spent five years at Bay Isle Financial in Oakland, California, managing small-cap value portfolios since March 2002. In addition, he spent four years with Sand Hill Advisors in Menlo Park, California as a Research Analyst, covering a wide variety of industries including communications, financials, REITs, and technology.

Mr. Holm received a Master of International Management degree from Thunderbird School of Global Management, in international management focusing on finance, and earned a Bachelor of Arts degree in economics from Augustana College where he graduated cum laude. He holds the Chartered Financial Analyst designation and is a member of the CFA Institute and the CFA Society of Colorado. Mr. Holm has been in the investment industry since 1997. He was born in 1971.

To become a Chartered Financial Analyst, the CFA charterholder must work in the investment industry for a minimum of four years, become a member of the CFA Institute, pledge to adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct, apply for membership to a local CFA member society, and complete the CFA Program, which includes passing three six-hour examinations administered by the CFA Institute (www.cfainstitute.org).

Item 3: Disciplinary Information

Jakob Holm has no history of legal or disciplinary events.

Item 4: Other Business Activities

Jakob V. Holm is not actively engaged in any other business.

Item 5: Additional Compensation

Jakob V. Holm generally derives his compensation from the provision of investment advisory services. This compensation is, in part, both directly and indirectly dependent on increasing the number of clients

for whom the firm provides investment advisory services and the firm's overall assets under management.

Item 6: Supervision

Jakob V. Holm is supervised by Jakob V. Holm, in his capacity as Chief Compliance Officer, and by the Members of Bullseye Asset Management LLC. Jakob V. Holm, Chief Compliance Officer, can be contacted via phone at (720) 545 9988.