



King & Co. Investment Counsel LLC
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R. Michael Lopez II

Vice President of Financial Analytics and Operations

Form ADV Part 2B
Brochure Supplement (Advisory Personnel)
June 25, 2012

This brochure supplement provides information about Michael Lopez that supplements the King & Co. Investment Counsel LLC Form ADV Part 2A. You should have received a copy of that advisory brochure. Please contact Mary King, Chief Compliance Officer, at (858) 412-6404 if you did not receive the firm's advisory brochure or if you have any questions about the contents of this supplement.

Additional information about Michael Lopez is available on the Securities and Exchange Commission's (SEC) website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Year of Birth CRD Number

1974 4156902

Formal Education after High School

NASAA Series 65/Uniform Investment Adviser Examination (2012)
Masters of Applied Finance, University of Melbourne; Melbourne, Australia (2008)
Bachelors of Arts in Economics, Harvard University; Cambridge, MA (1997)

Business Background

King & Co. Investment Counsel LLC (2010-Present)
La Jolla, CA
Vice President of Financial Analytics and Operations/Investment Adviser Representative

Charter Mason (2008-2010)
Melbourne VIC Australia,
Finance Management Consultant

Kaiser Permanente (2002-2008)
Los Angeles, CA
Senior Financial Analyst

Hoover High School (2002-2006)
Glendale, CA
Water Polo Coach

Merrill Lynch, Pierce, Fenner & Smith, Inc. (2000-2002)
Oakland, CA
Financial Advisor

Arthur Anderson LLP (1997-2000)
Oakland, CA
Accountant

Item 3 - Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item. There are no criminal or civil actions, administrative enforcement proceedings, self regulatory organization enforcement proceedings or any other proceedings applicable to Mr. Lopez.

Item 4: Other Business Activities

Mr. Lopez is not registered nor has an application pending to register as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading adviser. Therefore, Mr. Lopez does not receive commissions, bonuses or other

compensation based on the sale of securities or other investment products, including that as a registered representative of a broker/dealer and the distribution or service ("trail") fees from the sale of mutual funds.

Mr. Lopez does not have another reportable business activity to disclose.

Item 5: Additional Compensation

Mr. Lopez is not compensated for advisory services involving performance-based fees, nor does he or the firm have a material relationship involving an issuer of a security.

The firm prohibits an associate from accepting or receiving additional economic benefit, such as sales awards or other prizes, for providing advisory services to its clients.

Item 6: Supervision

We supervise Mr. Lopez by requiring that he adhere to our processes and procedures as described in our firm's Code of Ethics and procedural guidelines. We will monitor the advice that he may provide you by performing the following ongoing reviews:

- Account opening documentation when the relationship is established,
- Daily review of account transactions,
- Annual oversight of your financial situation, objectives, and investment needs, and
- A review of client correspondence on an as needed basis, and
- Periodic branch reviews.

Ms. King is the firm's chief compliance officer and serves as Mr. Lopez's supervisor. Questions relative to King & Co. Investment Counsel LLC, its Form ADV Part 2A, or this ADV Part 2B may be made to the attention of Ms. King at (858) 412-6404.

Additional information about the firm, other advisory firms, or associated investment adviser representatives, including Mr. Lopez, is available on the Internet at www.adviserinfo.sec.gov. A search of this site for firms or their associated personnel can be accomplished by name or a unique firm identifier, known as an IARD number. The IARD number for King & Co. Investment Counsel LLC is 155477; Mr. Lopez's reference number is 4156902.

The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling the California Securities Regulation Division at (866) 275-2677.

Item 7 - Requirements for State-Registered Advisors

There have been neither arbitration awards nor any awards where Mr. Lopez has been found liable in any civil, self-regulatory or administrative proceeding. Further, Mr. Lopez has not been the subject of a bankruptcy petition.