



King & Co. Investment Counsel LLC
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Mary Naber King

President/Portfolio Manager
Chief Compliance Officer

Form ADV Part 2B
Brochure Supplement (Advisory Personnel)
July 20, 2012

This brochure supplement provides information about Mary N. King 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 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 Mary N. King 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

1975 4517803

Formal Education after High School

Bachelor of Arts in Economics and Religion *cum laude*, Harvard University; Cambridge, MA
NASAA Series 66/Uniform Combined State Law Examination

Business Background

King & Co. Investment Counsel LLC (2010-Present)
La Jolla, CA
President/Chief Compliance Officer/Investment Adviser Representative

Merrill Lynch & Co., Inc. (2002-2010)
Beverly Hills, CA
Senior Vice President – Investments & Wealth Management Adviser

Crosswalk.com (1998-2000)
Chantilly, VA
Deputy Director of Research

Kinder, Lydenberg & Domini Co., Inc. (1997-1998)
Cambridge, MA
Study Intern

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 Ms. King.

Item 4: Other Business Activities

Ms. King 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, she 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.

Ms. King does not have another reportable business activity to disclose.

Item 5: Additional Compensation

Ms. King is not compensated for advisory services involving performance-based fees, nor does she 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

Ms. King serves in multiple capacities for King & Co. Investment Counsel LLC: President, Chief Compliance Officer, Portfolio Manager, and Investment Adviser Representative. We recognize the inability to segregate certain duties may potentially create conflicts of interest; however, she is bound by our firm's Code of Ethics and Written Supervisory Procedures.

Questions relative to the firm, its services or this ADV Part 2A 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 Ms. King, 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; Ms. King's reference number is 4517803.

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 Ms. King has been found liable in any civil, self-regulatory or administrative proceeding. Further, Ms. King has not been the subject of a bankruptcy petition.