

PAULSEN LOREN CARL  
Form SC 13G  
February 10, 2006

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 13G

Under the Securities Exchange Act of 1934\*

ADVANCED MARKETING SERVICES, INC.  
(Name of Issuer)  
Common Stock, Par Value \$0.001 Per Share  
(Title of Class of Securities)  
00753T 10 5  
(CUSIP Number)

(Date of Event which Requires Filing of  
this Statement)

Check the appropriate box to designate the rule pursuant to  
which this Schedule is filed:

- ? Rule 13d-1(b)  
? Rule 13d-1(c)  
X Rule 13d-1(d)

CUSIP No. 00753T 10 5  
13G

1.  
NAME OF REPORTING PERSON  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
Loren Carl Paulsen, as Trustee under Revocable Trust UTD  
July 12, 1999

2.  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(a) ?  
Not applicable. (b) ?

3.  
SEC USE ONLY

4.  
CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.  
NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON

WITH  
5.  
SOLE VOTING POWER

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1,169,692

6.  
SHARED VOTING POWER  
-0-

7.  
SOLE DISPOSITIVE POWER  
1,169,692

8.  
SHARED DISPOSITIVE POWER  
-0-

9.  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING  
PERSON

1,378,263(1)

10.  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES  
CERTAIN SHARES

Not applicable.

11.  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

7.2%

12.  
TYPE OF REPORTING PERSON

Individual (as Trustee)

ITEM 1(a) NAME OF ISSUER: Advanced Marketing Services, Inc.

ITEM 1(b) ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:  
5880 Oberlin Drive, Suite 400  
San Diego, CA 92121-9653

ITEM 2(a) NAME OF PERSON FILING: Loren Carl Paulsen (as  
Trustee)

ITEM 2(b) ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE,  
RESIDENCE:  
5880 Oberlin Drive, Suite 400  
San Diego, CA 92121-9653

ITEM 2(c) CITIZENSHIP: U.S.A.

ITEM 2(d) TITLE OF CLASS OF SECURITIES: Common Stock

ITEM 2(e) CUSIP NUMBER: 00753T 10 5

ITEM 3 If this statement is filed pursuant to Rules 13d-1(b),  
or 13d-2(b), check whether the person filing is a:

Not applicable.

ITEM 4 OWNERSHIP:

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- (a) Amount Beneficially Owned: 1,378,263(1)
- (b) Percent of Class: 7.2%
- (c) Number of shares as to which reporting person has:
  - i. sole power to vote or to direct the vote: 1,169,692
  - ii. shared power to vote or to direct the vote: 0
  - iii. sole power to dispose or to direct the disposition of:1,169,692
  - iv. shared power to dispose or to direct the disposition of: 0

ITEM 5 OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS:  
Not applicable.

ITEM 6 OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON:  
Not applicable.

ITEM 7 IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY:  
Not applicable.

ITEM 8 IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP:  
Not applicable.

ITEM 9 NOTICE OF DISSOLUTION OF GROUP: Not applicable.

ITEM 10 CERTIFICATION: Not applicable.

(1)Includes 208,571 shares held by an Irrevocable Trust dated July 12, 1999 of which Mr. Paulsen is not a Trustee and as to which Mr. Paulsen disclaims beneficial ownership.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete, and correct.

DATE: February 10, 2006

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).