SEC Form 4	
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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL
OMB Number: 3235-0287
Estimated average burden

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0.5

	Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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1. Name and Address of Reporting Person* <u>Fritz Jeffrey P</u>				er Name and Ticker [<u>SUMER PO]</u> S]	0,	mbol SERVICES INC		tionship of Reporting Person(s) to Issue all applicable) Director 10% Ov Officer (give title Other (s below) below)		Owner (specify
(Last) 3800 HOWARD	(First) HUGHES PK	(Middle)	3. Date 07/28/	of Earliest Transac 2014	tion (Month/D	ay/Year)		Executive Vice President		
(Street)			4. If Am	nendment, Date of (Original Filed (Month/Day/Year)	6. Indiv Line)	vidual or Joint/Group	Filing (Check A	oplicable
LAS VEGAS	NV	89169					X	Form filed by One	e Reporting Pers	on
(City)	(State)	(Zip)						Form filed by Mor Person	e than One Repo	orting
	(State)	(Zip)								
		Table I - Nor	n-Derivative S	ecurities Acq	uired, Disp	osed of, or Benefic	cially C	Dwned		
1. Title of Security	(Instr. 3)		2. Transaction	2A. Deemed	3.	4. Securities Acquired (A)		5. Amount of	6. Ownership	7. Nature of

1. Title of Security (Instr. 3)		2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr.					5. Amount of Securities Beneficially Owned Following Reported	(D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		Derivative		6. Date Exerc Expiration Da (Month/Day/Y	ate	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		(Instr. 4)		
Stock option (right to buy)	\$6.59	07/28/2014		A		180,000		(1)	07/28/2021	Common stock, no par value	180,000	(2)	180,000	D	

Explanation of Responses:

1. Becomes exercisable in four equal cumulative installments of 25%, on the first through fourth anniversaries of the date of grant.

2. Issued in consideration of the named person's service as an officer of the issuer.

<u>/s/ Jeffrey P. Fritz</u>

07/30/2014

Date

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.