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AMERICAN ASSET MANAGEMENT CORP
Form NT 10-Q
August 17, 2004

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 12b-25
NOTIFICATION OF LATE FILING
_Form 10-K _Form 20-F _Form 11-K X_Form 10-Q _Form N-SAR

SEC File Number: 0-19154 CUSIP Number: 024010-30-8

For Period Ended: June 30, 2004
() Transition Report on Form 10-K
() Transition Report on Form 20-F
() Transition Report on Form 11-K
() Transition Report on Form 10-Q
() Transition Report on Form N-SAR
For the Transition Period Ended: _____

Read Instruction (on back page) Before Preparing Form.
Nothing in this form shall be construed to imply that the
Commission has verified any information contained herein.

If the notification relates to a portion of the filing checked
above, identify the Item(s) to which the notification relates:

PART I - REGISTRANT INFORMATION

Full Name of Registrant:
_____AMERICAN_ASSET_MANAGEMENT_CORPORATION_____

Former Name if Applicable:

Address of Principal Executive Office (street and number)
__1280_US_HWY_46.__Parsippany,__New_Jersey__07054_____
City, State and Zip Code

PART II - RULES 12b-25(b) and (c)

If the subject report could not be filed without unreasonable
effort or expense and the registration seeks relief pursuant to
Rule 12b-25(b), the following should be completed (Check box if
appropriate)

- / (a) The reasons described in reasonable detail in Part III
/ of this form could not be eliminated with
/ unreasonable effort or expense;
- / (b) The subject annual report, semi-annual report, transition
/ report on Form 10-K, Form 20-F, 11-K, Form N-SAR, or
/ portion thereof, will be filed on or before the fifteenth
X/ calendar day following the prescribed due date; or the
/ subject quarterly report of transition report on Form
/ 10-Q, or portion thereof will be filed on or before the
/ fifth calendar day following the prescribed due date;
/ and
/ The accountants statement or other exhibit required by
/ Rule 12b-25(c) has been attached if applicable.

State below in reasonable detail the reasons why the Form 10-K, 11-K,
10-Q, N-SAR, or the transition report or portion thereof, could not

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3. A manually signed copy of the form and amendments thereto shall be filed with each national securities exchange on which any class of securities of the registrant is registered.
4. Amendments to the notifications must also be filed on Form 12b-25 but need not restate information that has been correctly furnished. The form shall be clearly identified as an amended notification.