

DNA BRANDS INC  
Form NT 10-K  
April 01, 2013

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

## FORM 12b-25

NOTIFICATION OF LATE FILING

OMB APPROVAL  
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Form 10-K     Form 20-F     Form 11-K     Form 10-Q     Form 10-D     Form N-SAR   

For Period Ended: December 31, 2012

- 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:

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

DNA Brands, Inc.  
Full Name of Registrant

Former Name if Applicable

544 NW 77th Street  
Address of Principal Executive Office (Street and Number)

Boca Raton, FL 33487  
City, State and Zip Code





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Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof?

Yes

No

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

DNA BRANDS, INC.  
(Name of Registrant as Specified in Charter)

has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date: March 26, 2013

By:

/s/ Melvin Leiner

Name: Melvin Leiner

Title: Chief Financial Officer

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