

Edgar Filing: DNA BRANDS INC - Form S-8

DNA BRANDS INC
Form S-8
December 26, 2012

As filed with the Securities and Exchange Commission on _____, 2012.

Registration No.333-_____

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM S-8

REGISTRATION STATEMENT
UnderThe Securities Act of 1933

DNA BRANDS, INC.

(Exact name of issuer as specified in its charter)

Colorado

(State or other jurisdiction of
incorporation or organization)

26-0394476

(I.R.S. Employer
Identification No.)

506 N.W. 77th Street
Boca Raton, Florida 33487

(Address of Principal Executive Offices)

Stock Bonus Plan

(Full Title of Plan)

Darren Marks
506 N.W. 77th St.
Boca Raton, FL 33487

(Name and address of agent for service)

(954) 978-8401 (Telephone number, including area code, of agent for service)

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a small reporting company. See if the definitions of "large accelerated filer," "accelerated filer" and smaller reporting company" in Rule 12b-2 of the Exchange act.

Large accelerated filer [] Accelerated filer []
Non-accelerated filer [] Smaller reporting company [X]
(Do not check if a smaller reporting company)

Copies of all communications, including all communications sent to agent for service to:

William T. Hart, Esq.
Hart & Trinen
1624 Washington Street
Denver, Colorado 80203
(303) 839-0061

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CALCULATION OF REGISTRATION FEE

Title of securities to be registered	Amount to be registered (1)	Proposed maximum offering price per share (2)	Proposed maximum aggregate offering price	Amount of registration Fee

Common Stock issuable pursuant to Stock Bonus Plan (as amended)	3,000,000	\$0.09	\$270,000	\$37.00

- (1) This Registration Statement also covers such additional number of shares, presently undeterminable, as may become issuable in the event of stock dividends, stock splits, recapitalizations or other changes in the Company's common stock.
- (2) Varied, but not less than the fair market value on the date that the shares were or are granted. Pursuant to Rule 457(g), the proposed maximum offering price per share and proposed maximum aggregate offering price are based upon closing price of the Company's common stock on December 24, 2012.

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DNA BRANDS, INC.

Cross Reference Sheet Required Pursuant to Rule 404 PART I INFORMATION REQUIRED IN PROSPECTUS

(NOTE: Pursuant to instructions to Form S-8, the Prospectus described below is not required to be filed with this Registration Statement.)

Item No.	Form S-8 Caption	Caption in Prospectus
1.	Plan Information	
	(a) General Plan Information	Stock Option and Bonus Plans
	(b) Securities to be Offered	Stock Option and Bonus Plans
	(c) Employees who may Participate in the Plan	Stock Option and Bonus Plans
	(d) Purchase of Securities Pursuant to the Plan and Payment for Securities Offered	Stock Option and Bonus Plans
	(e) Resale Restrictions	Resale of Shares by Affiliates
	(f) Tax Effects of Plan Participation	Stock Option and Bonus Plans
	(g) Investment of Funds	Not Applicable.
	(h) Withdrawal from the Plan;	Other Information Regarding

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Assignment of Interest	the Plans
(i) Forfeitures and Penalties	Other Information Regarding the Plans
(j) Charges and Deductions and Liens Therefore	Other Information Regarding the Plans
2. Registrant Information and Employee Plan Annual Information	Available Information, Documents Incorporated by Reference

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PART II

INFORMATION NOT REQUIRED IN PROSPECTUS

Item 3 - Incorporation of Documents by Reference

The following documents filed with the Commission by DNA Brands, Inc. ("DNA") (Commission File No. 000-53086) are incorporated by reference into this prospectus:

- (1) Annual report on Form 10-K for the fiscal year ended December 31, 2011.
- (2) Report on Form 10-Q for the three months ended March 31, 2012.
- (3) Report on Form 8-K filed on April 18, 2012.
- (4) Report on Form 8-K filed August 7, 2012.
- (5) Report on Form 10-Q for the three months ended June 30, 2012.
- (6) Amended report on Form 10-Q/A for the three month ended June 30, 2012.
- (7) Amended annual report on Form 10-K/A for the fiscal year ended December 31, 2011.
- (8) Report on Form 10-Q for the three month ended September 30, 2012.
- (9) Report on Form 8-K filed on December 20, 2012.

All documents filed with the Commission by DNA pursuant to Sections 13(a), 13(c), 14 or 15(d) of the Exchange Act subsequent to the date of this prospectus and prior to the termination of this offering shall be deemed to be incorporated by reference into this prospectus and to be a part of this prospectus from the date of the filing of such documents. Any statement contained in a document incorporated or deemed to be incorporated by reference shall be deemed to be modified or superseded for the purposes of this prospectus to the extent that a statement contained in this prospectus or in any subsequently filed document which also is or is deemed to be incorporated by reference in this prospectus modifies or supersedes such statement. Such statement so modified or superseded shall not be deemed, except as so modified or superseded, to constitute a part of this prospectus.

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Registration Statement on Form SB-2, File No. 333-148773.

- (b) - Stock Bonus Plan (as amended) Exhibit 4(b)
- 5 - Opinion Regarding Legality Exhibit 5

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- 15 - Letter Regarding Unaudited Interim Financial Information None
- 23 - Consent of Independent Public Accountants and Attorneys Exhibit 23
- 24 - Power of Attorney Included in the signature page of this Registration Statement

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POWER OF ATTORNEY

KNOW ALL MEN BY THESE PRESENTS, that each of the undersigned constitutes and appoints Darren Marks and Mel Leiner, and each of them, his true and lawful attorneys-in-fact and agents, with full power of substitution and resubstitution, for him and in his name, place and stead, in any and all capacities, to sign any and all amendments (including post-effective amendments) to this Registration Statement, and to file the same, with all exhibits thereto, and all other documents in connection therewith, with the Securities and Exchange Commission granting unto said attorneys-in-fact and agents full power and authority to do and perform each and every act and thing requisite and necessary to be done, as fully to all intents and purposes as he might or could do in person, hereby ratifying and confirming all that said attorneys-in-fact and agents or their substitutes or substitute may lawfully do or cause to be done by virtue hereof.

SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, the Registrant certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form S-8 and has duly caused this Registration Statement to be signed on its behalf by the undersigned, thereunto duly authorized, in Boca Raton, Florida, on December 20, 2012.

DNA BRANDS, INC.

By: /s/ Darren Marks

Darren Marks, President

Pursuant to the requirements of the Securities Act of 1933, this Registration Statement has been signed by the following persons in the capacities and on the dates indicated.

Signature	Title	Date
/s/ Darren Marks	Principal Executive Officer	December 20, 2012

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Darren Marks

and a Director

/s/ Melvin Leiner

Melvin Leiner

Principal Financial and
Accounting Officer
and a Director

December 20, 2012