

Edgar Filing: DNA BRANDS INC - Form S-8

DNA BRANDS INC  
Form S-8  
August 13, 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

Under  
The Securities Act of 1933

DNA BRANDS, INC.

-----  
(Exact name of issuer as specified in its charter)

Colorado

26-0394476

-----  
(State or other jurisdiction of  
incorporation or organization)

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

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

33487

-----  
(Address of Principal Executive Offices)

-----  
(Zip Code)

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)

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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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
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Common Stock issuable pursuant to Stock Bonus Plan (as amended)	5,400,000	\$0.16	\$864,000	\$100

(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 DNA's common stock on August 8, 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; Assignment of Interest	Other Information Regarding the Plans
	(i) Forfeitures and Penalties	Other Information Regarding the Plans
	(j) Charges and Deductions and	Other Information Regarding the

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	Liens Therefore	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  
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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.

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.

Investors are entitled to rely upon information in this prospectus or incorporated by reference at the time it is used by DNA to offer and sell securities, even though that information may be superseded or modified by information subsequently incorporated by reference into this prospectus.

DNA has filed with the Securities and Exchange Commission a Registration Statement under the Securities Act of 1933, as amended, with respect to the securities offered by this prospectus. This prospectus does not contain all of the information set forth in the Registration Statement. For further information with respect to DNA and such securities, reference is made to the Registration Statement and to the exhibits filed with the Registration Statement. Statements contained in this prospectus as to the contents of any contract or other documents are summaries which are not necessarily complete, and in each instance reference is made to the copy of such contract or other document filed as an exhibit to the Registration Statement, each such statement being qualified in all respects by such reference. The Registration Statement and related exhibits may also be examined at the Commission's internet site.

Item 4 - Description of Securities  
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Not required.

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Item 5 - Interests of Named Experts and Counsel  
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Not Applicable.

Item 6 - Indemnification of Directors and Officers  
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The Articles of Incorporation of DNA provide in substance that DNA shall indemnify any person who was or is a party or is threatened to be made a party to any threatened or completed action, suit or proceeding, whether civil, criminal, administrative, or investigative by reason of the fact that such person is or was a director, officer, employee, fiduciary or agent of DNA, or is or was serving at the request of DNA as a director, officer, employee, fiduciary or agent of another corporation, partnership, joint venture, trust or other enterprise, against expenses (including attorney's fees), judgments, fines and amounts paid in settlement actually and reasonably incurred by such person to the full extent permitted by the laws of the state of Colorado; and that expenses incurred in defending any such civil or criminal action, suit or proceeding may be paid by DNA in advance of the final disposition of such action, suit or proceeding as authorized by the Board of Directors in the specific case upon receipt of an undertaking by or on behalf of such director, officer or employee to repay such amount to DNA unless it shall ultimately be determined that such person is entitled to be indemnified by DNA as authorized in the Articles of Incorporation.

Item 7 - Exemption for Registration Claimed  
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Not applicable.

Item 8 - Exhibits  
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4	- Instruments Defining Rights of Security Holders	
(a)	- Common Stock	Incorporated by reference to Exhibit 3.1 of the Company's Registration Statement on Form SB-2, File No. 333-148773.
(b)	- Stock Bonus Plan	Exhibit 4(b)
5	- Opinion Regarding Legality	Exhibit 5
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
99	- Re-Offer Prospectus	_____

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 August 10, 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 ----- Darren Marks	Principal Executive Officer and a Director	August 10, 2012
/s/ Melvin Leiner ----- Melvin Leiner	Principal Financial and Accounting Officer and a Director	August 10, 2012