

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

**FORM 8-K**

**Current Report**

**Pursuant To Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): October 2, 2017

**GENIUS BRANDS INTERNATIONAL, INC.**

*(Name of registrant as specified in its charter)*

**Nevada**

*(State or other jurisdiction of  
Incorporation or organization)*

**000-54389**

*(Commission File Number)*

**20-4118216**

*(I.R.S. Employer  
Identification Number)*

**301 N. Canon Drive, Suite 305  
Beverly Hills, CA**

*(Address of principal executive offices)*

**90210**

*(Zip Code)*

*Registrant's telephone number, including area code: (310) 273-4222*

*(Former name or former address, if changed since last report)*

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**ITEM 7.01 REGULATION FD DISCLOSURE.**

On October 2, 2017, Genius Brands International, Inc. (the “Company”) distributed to its shareholders the letter attached hereto as Exhibit 99.1.

The information disclosed under this Item 7.01, including Exhibit 99.1 hereto, is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933, as amended, except as expressly set forth in such filing.

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits.

The exhibit listed in the following Exhibit Index is filed as part of this Current Report on Form 8-K.

<b>Exhibit No.</b>	<b>Description</b>
99.1	<a href="#">Genius Brands International, Inc. Letter to Shareholders, dated October 2, 2017.</a>

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**GENIUS BRANDS INTERNATIONAL, INC.**

Date: October 2, 2017

By: /s/ Andy Heyward  
Name: Andy Heyward  
Title: Chief Executive Officer

ANDY HEYWARD  
CHAIRMAN & CEO



CNBC host, Becky Quick exclusive interview  
with Genius Brands (NASDAQ:GNUS)  
Chairman and CEO, Andy Heyward



*Warren Buffett's Secret Millionaires Club to be featured on new Amazon streaming kids channel from Amazon Prime*



Dear Friends and Shareholders,

Last Thursday, Amazon and Genius Brands International launched an exclusive kid's animation subscription streaming channel, ***Kid Genius Cartoons Plus!***, to all 80 million+ subscribers of Amazon Prime. We believe this transaction will be transformational for the company.

I appeared this weekend on CNBC's **"On the Money" with Becky Quick**. The segment aired throughout the weekend both on CNBC and syndicated across the country on 200 TV stations in all of the top markets. Additionally, it is available to be seen on the CNBC 'On the Money' site.

The agreement between Amazon and Genius Brands is a multi-year deal, which will be offered at \$3.99/month/subscriber. Industry analysts project that Amazon Prime's subscriber base will double within the next five years. Genius Brands is excited to participate in that growth through the *Kid Genius Cartoons Plus!* streaming channel.

*Kid Genius Cartoons Plus!* now offers exclusive access to stream full seasons of enriching and entertaining content for toddlers to tweens via the Amazon Video app for TVs, connected devices, including Fire TV, mobile devices and online at [www.amazon.com/channels](http://www.amazon.com/channels). *Kid Genius Cartoons Plus!* is a unique proposition in that we provide "content with a purpose." Thus, most of our programming incorporates a positive curriculum along with entertainment. Our award-winning content features series that support science, technology, engineering and math (STEM) skills, as well as social-emotional development and literacy skills, including *Warren Buffett's Secret Millionaires Club*, featuring 26 half-hour episodes and 26 shorts created and produced in partnership with and starring legendary financier Warren Buffett, *Baby Genius*, *Thomas Edison's Secret Lab*, *SpacePOP*, *Stan Lee's Mighty 7*, *Martha Stewart's Martha & Friends*, and *Gisele Bündchen's Gisele & The Green Team*.

I encourage you to take some time to check out *Kid Genius Cartoons Plus!* and subscribe here today. Stay tuned for more exciting news regarding our partnership with Amazon!

Sincerely,

A handwritten signature in black ink, appearing to read "Andy". The signature is fluid and cursive, with a long tail extending to the right.

Andy Heyward  
Chairman & CEO  
Genius Brands International, Inc.