
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 13, 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 90210
(Address of principal executive offices and 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.

Item 7.01 Regulation FD Disclosure.

On October 13, 2017, Genius Brands International, Inc. 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.

<u>Exhibit No.</u>	<u>Description</u>
99.1	<u>Genius Brands International, Inc. Letter to Shareholders, dated October 13, 2017.</u>

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, 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 16, 2017

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

ANDY HEYWARD
CHAIRMAN & CEO

The Latest News



mipcom®

Dear Friends and Shareholders,

This coming week is the hugely important MIPCOM television market in Cannes. It is a global supermarket of TV shows, where we introduce our children's animated programs to the international broadcast and digital community. We are very excited about introducing both ***RAINBOW RANGERS*** and ***LLAMA LLAMA***, both of which have been highly anticipated. *Rainbow Rangers* is, of course, sold to NICKELODEON in the U.S., and with Mattel Toys as a global toy licensee. *Llama Llama*, based on the best selling kids books, is being produced for NETFLIX, and features Jennifer Garner as the voice of "Mama Llama."

I'm very excited to share with you a sneak peek of these two tiffany programs!!!

[Rainbow Rangers Teaser Trailer \(link\)](#)

[Llama Llama Main Title \(link\)](#)

Llama Llama



On a related note of excitement, I began buying stock in our company this week on the open market, as you may have noticed from the SEC Form 4 filings over the past several days. I believe the company is undervalued. Enjoy the trailers below, and I think when seeing them you will agree!!

Sincerely,

Andy Heyward
Chairman & CEO
Genius Brands International, Inc.

[Rainbow Rangers Teaser Trailer \(link\)](#)

[Llama Llama Main Title \(link\)](#)