

Marks Darren
Form 4
August 31, 2012

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
Marks Darren

(Last) (First) (Middle)
6000 S. HWY. A1A
(Street)

MELBOURNE BEACH, FL 32951

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
DNA BRANDS INC [DNAX]

3. Date of Earliest Transaction
(Month/Day/Year)
08/03/2012

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Chief Executive Officer

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock | 08/03/2012 | | S | 20,000 | D \$ 0.15 2,991,901 | I | 2,942,537 shares are held by Family Tys, LLC, of which Reporting Person is the Managing Member. |
| | 08/08/2012 | | S | 20,000 | D \$ 0.16 2,971,901 | I | |

Edgar Filing: Marks Darren - Form 4

| | | | | | | | | | |
|--------------|------------|---|--------|---|----------|-----------|---|--|---|
| Common Stock | | | | | | | | | 2,942,537 shares are held by Family Tys, LLC, of which Reporting Person is the Managing Member. |
| Common Stock | 08/09/2012 | S | 5,000 | D | \$ 0.18 | 2,966,901 | I | | 2,942,537 shares are held by Family Tys, LLC, of which Reporting Person is the Managing Member. |
| Common Stock | 08/13/2012 | S | 15,000 | D | \$ 0.175 | 2,951,901 | I | | 2,942,537 shares are held by Family Tys, LLC, of which Reporting Person is the Managing Member. |
| Common Stock | 08/17/2012 | S | 20,000 | D | \$ 0.18 | 2,931,901 | I | | Shares are held by Family Tys, LLC, of which Reporting Person is the Managing Member. |
| Common Stock | 08/17/2012 | S | 20,000 | D | \$ 0.185 | 2,911,901 | I | | Shares are held by Family Tys, LLC, of which |

| | | | | | | | | |
|--------------|------------|---|--------|---|---------|-----------|---|---|
| Common Stock | 08/17/2012 | S | 20,000 | D | \$ 0.19 | 2,891,901 | I | Reporting Person is the Managing Member. Shares are held by Family Tys, LLC, of which Reporting Person is the Managing Member. |
|--------------|------------|---|--------|---|---------|-----------|---|---|

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reporting Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Marks Darren 6000 S. HWY. A1A MELBOURNE BEACH, FL 32951 | X | | Chief Executive Officer | |

Signatures

Darren Marks

08/31/2012

**Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.