

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): **April 12, 2021**

GENIUS BRANDS INTERNATIONAL, INC.
(Exact name of registrant as specified in its charter)

Nevada
(State or other jurisdiction
of incorporation)

001-37950
(Commission File Number)

20-4118216
(IRS Employer Identification No.)

190 N. Canon Drive, 4th Fl.
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))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	GNUS	The Nasdaq Capital Market

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 April 12, 2021, Genius Brands International, Inc. (the "Company") issued a press release announcing that Netflix will stream season one of the Company's children's series *Rainbow Rangers* starting in July 2021 in the U.S., Canada, U.K., Australia, New Zealand, and the Middle East and that the Company has certain other deals with additional streaming platforms for the series. A copy of the press release is attached as Exhibit 99.1 hereto.

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.

Exhibit No.	Description
99.1	Press Release of Genius Brands International, Inc., dated April 12, 2021.

SIGNATURES

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: April 12, 2021

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



GENIUS BRANDS GREENLIGHTS SEASON THREE OF HIT CHILDREN'S SERIES "RAINBOW RANGERS," NOW AVAILABLE GLOBALLY ACROSS MULTIPLE STREAMING AND BROADCAST PLATFORMS

NETFLIX and AMAZON PRIME VIDEO, Join Key Media Partners Worldwide, Including Nickelodeon Latin America, Roku in U.K., TVNZ, NOGA, and KARTOON CHANNEL! in U.S. and Canada

BEVERLY HILLS, Calif. April XX, 2021: **Genius Brands International** "Genius Brands" (Nasdaq: GNUS), announces today the greenlight of season three of its flagship animated preschool series, *Rainbow Rangers*, and a deal with **NETFLIX** to stream season one starting in July 2021 in the U.S., Canada, U.K., Australia, New Zealand, and the Middle East. The company also announced additional deals for the series, including **Amazon Prime Video**, New Zealand's **TVNZ**, and Israel's **Noga**.

The new media partners for *Rainbow Rangers* join an ever-expanding list of top media partners worldwide, including Genius Brands' **Kartoon Channel!** in the U.S. and Canada, Corus Entertainment's **Treehouse** (Canada), **Televisa** and **BLIM TV** (Mexico), **Cartoonito** (Italy), **NineNetwork** (Australia), **CCTV** and **iQiyi** (China), **Nickelodeon** and **NOGGIN** (Latin America) **TV2** (Hungary), **NOGA** (Israel), **Mini Mini** (Poland), **Canal Panda** (Portugal), **Discovery Kids** (Middle East), **Mediacorp** (Singapore), **Awesome TV** (Malaysia), and **Pikaboo** (Serbia, Montenegro, Macedonia, Slovenia, Croatia, Bosnia, Herzegovina). Season one of *Rainbow Rangers* premiered in October 2018 and season two in November 2019.

Andy Heyward, Chairman & CEO of Genius Brands stated, "In under three years, we successfully launched and have dramatically increased the presence of *Rainbow Rangers* around the world, beginning with Nickelodeon here in the U.S., and we are now launching the premiere of new episodes to Kartoon Channel! in the U.S. The fact that the series has been sought by top tier broadcasters around the world, now including Netflix, underscores its huge appeal. As we rapidly grow our global audience and assign global licensing agents, we remain committed to accelerating the launch of related merchandise worldwide through big box retailers and online, which we believe will drive value for our shareholders. Season three stories will have a unique twist to it, which we believe will have a significant impact on consumer products worldwide, along with our new master toy licensee."

Rainbow Rangers is a rescue-based series that follows the adventures of seven girls who are Earth's first responders—protecting people, animals, resources, and the natural beauty of our world. Hilary Cherniss and Sara Jane Sluke, who were key writers in Seasons 1 and 2, will become Head Writers of Season 3. Multiple Emmy Award-winning director Michael Maliani directs the series, and Genius Brands' Chairman & CEO and multiple Emmy Award-winning producer, Andy Heyward, serves as executive producer.

About Genius Brands International

Genius Brands International, Inc. (Nasdaq: GNUS) is a leading global kids media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media and retail distribution. The Company's award-winning 'content with a purpose' portfolio includes the upcoming *Stan Lee's Superhero Kindergarten*, starring Arnold Schwarzenegger, for Kartoon Channel!; *Shaq's Garage*, starring Shaquille O'Neal for Kartoon Channel!; *Rainbow Rangers* for Nick Jr.; *Llama Llama*, starring Jennifer Garner, for Netflix; award-winning toddler brand *Baby Genius*; adventure comedy STEM series *Thomas Edison's Secret Lab*, and entrepreneurship series *Warren Buffett's Secret Millionaires Club*. Through licensing agreements with leading partners, characters from Genius Brands' IP also appear on a wide range of consumer products for the worldwide retail marketplace. The Company's new Kartoon Channel! and Kartoon Classroom! are available in over 100 million U.S. television households via a broad range of distribution platforms, including Comcast, Cox, DISH, Sling TV, Amazon Prime, Amazon Fire, Apple TV, Apple iOS, Android TV, Android Mobil, Google Play, Xumo, Roku, Tubi, KartoonChannel.com, Samsung Smart TVs and LG TVs. For additional information, please visit www.gnusbrands.com.

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Forward Looking Statements: Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation, our ability to generate revenue or achieve profitability; our ability to obtain additional financing on acceptable terms, if at all; the potential issuance of a significant number of shares, which will dilute our equity holders; fluctuations in the results of our operations from period to period; general economic and financial conditions; our ability to anticipate changes in popular culture, media and movies, fashion and technology; competitive pressure from other distributors of content and within the retail market; our reliance on and relationships with third-party production and animation studios; our ability to market and advertise our products; our reliance on third-parties to promote our products; our ability to keep pace with technological advances; our ability to protect our intellectual property and those other risk factors set forth in the "Risk Factors" section of the Company's most recent Annual Report on Form 10-K and in the Company's subsequent filings with the Securities and Exchange Commission (the "SEC"). Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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