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

FORM 12b-25

NOTIFICATION OF LATE FILING

SEC File Number: 000-53127 CUSIP Number: 37182R102

(CHECK ONE):

☑ Form 10-K

o Form 20-F o Form N-CSR o Form 11-K

oForm 10-Q

o Form 10-D

o Form N-SAR

For Period Ended: December 31, 2012

o Transition Report on Form 10-K

o Transition Report on Form 20-F

o Transition Report on Form 11-K o Transition Report on Form 10-Q

o Transition Report on Form N-SAR

For the Transition Period Ended:

Read Instruction (on back page) Before Preparing Form. Please Print or Type.

Nothing in this form shall be construed to imply that the Commission has verified any information contained herein.

If the notification relates to a portion of the filing checked above, identify the Item(s) to which the notification relates: N/A

PART I - REGISTRANT INFORMATION

Genesis Biopharma, Inc.

Full Name of Registrant

Former Name if Applicable

10880 Wilshire Blvd., Suite 950

Address of Principal Executive Office (Street and Number)

Los Angeles, CA 90024

City, State and Zip Code

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PART II - RULES 12b-25 (b) AND (c)

If the subject report could not be filed without unreasonable effort or expense and the registrant seeks relief pursuant to Rule 12b-25(b), the following should be completed. (Check box if appropriate)

- (a) The reason described in reasonable detail in Part III of this form could not be eliminated without unreasonable effort or expense;
 - (b) The subject annual report, semi-annual report, transition report on Form 10-K, Form 20-F, Form 11-K, Form N-SAR or Form N-CSR, or portion thereof, will be filed on or before the fifteenth calendar day following the prescribed due date; or the subject quarterly report or transition report on Form 10-Q or subject distribution report on Form 10-D, or portion thereof, will be filed on or before the fifth calendar day following the prescribed due date; and
 - (c) The accountant's statement or other exhibit required by Rule 12b-25(c) has been attached if applicable.

PART III - NARRATIVE

State below in reasonable detail why Form 10-K, 20-F, 11-K, 10-Q, 10-D, N-SAR, N-CSR, or the transition report or portion thereof, could not be filed within the prescribed time period.

Genesis Biopharma, Inc. (the "Company") is unable to file its Annual Report on Form 10-K for the fiscal year ended December 31, 2012 by the scheduled filing deadline because the Company requires additional time for compilation and review to insure adequate disclosure of certain information required to be included in the Form 10-K. The Company expects to file its Annual Report on Form 10-K on or before the 15th calendar day following the prescribed due date.

(866)

963-2220

PART IV - OTHER INFORMATION

Name and telephone number of person to contact in regard to this notification

Michael Handelman

	Wilchael Handelman	(000)	303-2220
	(Name)	(Area Code)	(Telephone Number)
(2)	Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed? If answer is no, identify report(s). o Yes 🗵 I		
			0 103 22 140
(3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year earnings statements to be included in the subject report or portion thereof?		the last fiscal year will be reflected by the	
	g		o Yes ⊠ No
	attach an explanation of the anticipated change, both narratiesults cannot be made.	ively and quantitatively, and, if appropriate,	state the reasons why a reasonable estimate of
		Genesis Biopharma, Inc.	
	(Name o	of Registrant as Specified in Charter)	
has c	aused this notification to be signed on its behalf by the unde	rsigned hereunto duly authorized.	
Date:	April 1, 2013	/s/ Michael Handelman	
		Michael Handelman, Chief Fi	nancial Officer

INSTRUCTION: The form may be signed by an executive officer of the registrant or by any other duly authorized representative. The name and title of the person signing the form shall be typed or printed beneath the signature. If the statement is signed on behalf of the registrant by an authorized representative (other than an executive officer), evidence of the representative's authority to sign on behalf of the registrant shall be filed with the form.

ATTENTION

Intentional misstatements or omissions of fact constitute Federal Criminal Violations (See 18 U.S.C. 1001).