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

FORM 12b-25
NOTIFICATION OF LATE FILING

<div align="right">

SEC FILE NUMBER: 000-53127
CUSIP NUMBER: 37182R102

</div>

(Check One): ☐ Form 10-K   ☐ Form 20-F   ☐ Form 11-K   x Form 10-Q   ☐ Form 10-D   ☐ Form N-SAR   ☐ Form N-CSR

For Period Ended: June 30, 2013

☐ Transition Report on Form 10-K
☐ Transition Report on Form 20-F
☐ Transition Report on Form 11-K
☐ Transition Report on Form 10-Q
☐ Transition Report on Form N-SAR

For the Transition Period Ended: _____

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:

_____

PART I – REGISTRANT INFORMATION

Genesis Biopharma, Inc.

Full Name of Registrant

Freight Management Corp.

Former Name if Applicable

21900 Burbank Blvd, Third Floor

Address of Principal Executive Office (Street and Number)

Woodland Hills, CA 91367

City, State and Zip Code

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)

x   (a) The reasons described in reasonable detail in Part III of this form could not be eliminated without unreasonable effort or expense;

x   (b) The subject annual report, semi-annual report, transition report on Form 10-K, Form 20-F, 11-K, Form N-SAR, or 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 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 the reasons why Form 10-K, 20-F, 11-K, 10-Q, N-SAR, or the transition report or portion thereof, could not be filed within the prescribed time period.

Genesis Biopharma, Inc. (the "Company") was unable to obtain certain of the financial information necessary to complete the preparation of the Company's Form 10-Q for the quarter ended June 30, 2013 and the review of the report by the Company's auditors in time for filing. Such information is required in order to prepare a complete filing. As a result of this delay the Company is unable to file its quarterly report on Form 10-Q within the prescribed time period without unreasonable effort or expense. The Company's quarterly report on Form 10-Q will be filed on or before the 5th calendar day following the prescribed due date.

PART IV – OTHER INFORMATION

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

Michael Handelman	818	992-3128
(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).

<div align="right">x Yes   ☐ No</div>

(3)   Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof?

<div align="right">☐ Yes   x No</div>

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

Genesis Biopharma, Inc.

(Name of Registrant as Specified in Charter)

has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 15, 2013

By: /s/ MICHAEL HANDELMAN

Michael Handelman, Chief Financial Officer