

The Securities and Exchange Commission has not necessarily reviewed the information in this filing and has not determined if it is accurate and complete.

The reader should not assume that the information is accurate and complete.

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

Notice of Exempt Offering of Securities

OMB APPROVAL	
OMB Number:	3235-0076
Estimated average burden hours per response:	4.00

1. Issuer's Identity

<p><b>CIK (Filer ID Number)</b> <a href="#">0001100397</a></p> <p><b>Name of Issuer</b> Advaxis, Inc.</p> <p><b>Jurisdiction of Incorporation/Organization</b> DELAWARE</p> <p><b>Year of Incorporation/Organization</b> X Over Five Years Ago                  Within Last Five Years (Specify Year)                  Yet to Be Formed</p>	<p><b>Previous Names</b> None</p> <p>GREAT EXPECTATIONS &amp; ASSOCIATES INC                  Great Expectations and Associates, Inc.</p>	<p><b>Entity Type</b></p> <p>X Corporation                  Limited Partnership                  Limited Liability Company                  General Partnership                  Business Trust                  Other (Specify)</p>
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2. Principal Place of Business and Contact Information

<b>Name of Issuer</b>			
Advaxis, Inc.			
<b>Street Address 1</b>		<b>Street Address 2</b>	
305 College Road East			
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>	<b>Phone Number of Issuer</b>
Princeton	NEW JERSEY	08540	609-452-9813

3. Related Persons

<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Moore	Thomas	
<b>Street Address 1</b>	<b>Street Address 2</b>	
305 College Road East		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Princeton	NEW JERSEY	08540
<b>Relationship:</b> X Executive Officer X Director Promoter		

Clarification of Response (if Necessary):

<b>Last Name</b>	<b>First Name</b>	<b>Middle Name</b>
Patton	James	
<b>Street Address 1</b>	<b>Street Address 2</b>	
305 College Road East		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Princeton	NEW JERSEY	08540
<b>Relationship:</b> Executive Officer X Director Promoter		

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Appel	Roni	A.
<b>Street Address 1</b>	<b>Street Address 2</b>	
305 College Road East		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Princeton	NEW JERSEY	08540
<b>Relationship:</b>	Executive Officer X Director	Promoter

Clarification of Response (if Necessary):

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Last Name	First Name	Middle Name
McKearn	Thomas	
<b>Street Address 1</b>	<b>Street Address 2</b>	
305 College Road East		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Princeton	NEW JERSEY	08540
<b>Relationship:</b>	Executive Officer X Director	Promoter

Clarification of Response (if Necessary):

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Last Name	First Name	Middle Name
Berman	Richard	
<b>Street Address 1</b>	<b>Street Address 2</b>	
305 College Road East		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Princeton	NEW JERSEY	08540
<b>Relationship:</b>	Executive Officer X Director	Promoter

Clarification of Response (if Necessary):

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Last Name	First Name	Middle Name
Rothman	John	
<b>Street Address 1</b>	<b>Street Address 2</b>	
305 College Road East		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Princeton	NEW JERSEY	08540
<b>Relationship:</b>	X Executive Officer Director	Promoter

Clarification of Response (if Necessary):

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Last Name	First Name	Middle Name
Rosenblum	Mark	J.
<b>Street Address 1</b>	<b>Street Address 2</b>	
305 College Road East		
<b>City</b>	<b>State/Province/Country</b>	<b>ZIP/PostalCode</b>
Princeton	NEW JERSEY	08540
<b>Relationship:</b>	X Executive Officer Director	Promoter

Clarification of Response (if Necessary):

#### 4. Industry Group

Agriculture	Health Care	Retailing
Banking & Financial Services	X Biotechnology	Restaurants
Commercial Banking	Health Insurance	Technology
Insurance		

Investing  
Investment Banking  
Pooled Investment Fund  
Is the issuer registered as an investment company under the Investment Company Act of 1940?  
Yes No  
Other Banking & Financial Services  
Business Services  
Energy  
Coal Mining  
Electric Utilities  
Energy Conservation  
Environmental Services  
Oil & Gas  
Other Energy

Hospitals & Physicians  
Pharmaceuticals  
Other Health Care  
Manufacturing  
Real Estate  
Commercial  
Construction  
REITS & Finance  
Residential  
Other Real Estate

Computers  
Telecommunications  
Other Technology  
Travel  
Airlines & Airports  
Lodging & Conventions  
Tourism & Travel Services  
Other Travel  
Other

5. Issuer Size

<b>Revenue Range</b>	<b>OR</b>	<b>Aggregate Net Asset Value Range</b>
No Revenues		No Aggregate Net Asset Value
\$1 - \$1,000,000		\$1 - \$5,000,000
\$1,000,001 - \$5,000,000		\$5,000,001 - \$25,000,000
\$5,000,001 - \$25,000,000		\$25,000,001 - \$50,000,000
\$25,000,001 - \$100,000,000		\$50,000,001 - \$100,000,000
Over \$100,000,000		Over \$100,000,000
X Decline to Disclose		Decline to Disclose
Not Applicable		Not Applicable

6. Federal Exemption(s) and Exclusion(s) Claimed (select all that apply)

Rule 504(b)(1) (not (i), (ii) or (iii))	Rule 505
Rule 504 (b)(1)(i)	X Rule 506
Rule 504 (b)(1)(ii)	Securities Act Section 4(5)
Rule 504 (b)(1)(iii)	Investment Company Act Section 3(c)
	Section 3(c)(1)      Section 3(c)(9)
	Section 3(c)(2)      Section 3(c)(10)
	Section 3(c)(3)      Section 3(c)(11)
	Section 3(c)(4)      Section 3(c)(12)
	Section 3(c)(5)      Section 3(c)(13)
	Section 3(c)(6)      Section 3(c)(14)
	Section 3(c)(7)

7. Type of Filing

X New Notice    Date of First Sale 2011-05-12    First Sale Yet to Occur  
Amendment

8. Duration of Offering

Does the Issuer intend this offering to last more than one year?    Yes X No

9. Type(s) of Securities Offered (select all that apply)

- |   |  |
|---|--|
| Equity  | Pooled Investment Fund Interests                     |
| <input checked="" type="checkbox"/> Debt  | Tenant-in-Common Securities                          |
| <input type="checkbox"/> Option, Warrant or Other Right to Acquire Another Security   | Mineral Property Securities                          |
| <input checked="" type="checkbox"/> Security to be Acquired Upon Exercise of Option, Warrant or Other Right to Acquire Security | <input checked="" type="checkbox"/> Other (describe) |
|   | Common Stock issuable upon conversion of notes.      |

10. Business Combination Transaction

Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer? Yes  No

Clarification of Response (if Necessary):

11. Minimum Investment

Minimum investment accepted from any outside investor \$0 USD

12. Sales Compensation

Recipient	Recipient CRD Number	None
Rodman & Renshaw, LLC	16415	
(Associated) Broker or Dealer <input checked="" type="checkbox"/> None	(Associated) Broker or Dealer CRD Number	<input checked="" type="checkbox"/> None
None	None	

Street Address 1	Street Address 2	ZIP/Postal Code
1251 Avenue of the Americas	20th Floor	
City	State/Province/Country	
NY	NEW YORK	10020

State(s) of Solicitation (select all that apply)  All States  Foreign/non-US  
 Check "All States" or check individual States

- |                |
|----------------|
| CALIFORNIA     |
| COLORADO       |
| CONNECTICUT    |
| GEORGIA        |
| ILLINOIS       |
| MASSACHUSETTS  |
| MINNESOTA      |
| NEW JERSEY     |
| NEW YORK       |
| NORTH CAROLINA |

13. Offering and Sales Amounts

Total Offering Amount	USD	or <input checked="" type="checkbox"/> Indefinite
Total Amount Sold	\$6,016,250	USD
Total Remaining to be Sold	USD	or <input checked="" type="checkbox"/> Indefinite

Clarification of Response (if Necessary):

Advaxis, Inc. received an aggregate purchase price of \$6,016,250.00 in return for issuing to the investors (i) an aggregate of \$7,077,936.29 of its convertible promissory notes and (ii) warrants to purchase up to 23,593,122 shares of its common stock.

14. Investors

Select if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, and enter the number of such non-accredited investors who already have invested in the offering.


Regardless of whether securities in the offering have been or may be sold to persons who do not qualify as accredited investors, enter the total number of investors who already have invested in the offering:

15. Sales Commissions & Finder's Fees Expenses

Provide separately the amounts of sales commissions and finders fees expenses, if any. If the amount of an expenditure is not known, provide an estimate and check the box next to the amount.

Sales Commissions	\$360,975 USD	Estimate
Finders' Fees	\$0 USD	Estimate

Clarification of Response (if Necessary):

Rodman & Renshaw, LLC also received warrants to purchase an aggregate of 1,887,448 shares of Advaxis, Inc.'s common stock as part of its sales commission.

16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$0 USD Estimate

Clarification of Response (if Necessary):

No amount of the gross proceeds is anticipated to pay named executive officers, except that the issuer may use up to \$200,000 of the gross proceeds or other available funds for payments to the chief executive officer for prior outstanding amounts owed to

Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and clicking SUBMIT below to file this notice.

Terms of Submission

In submitting this notice, each issuer named above is:

- Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, in the accordance with applicable law, the information furnished to offerees.\*
- Irrevocably appointing each of the Secretary of the SEC and, the Securities Administrator or other legally designated officer of the State in which the issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against the issuer in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes, or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.
- Certifying that, if the issuer is claiming a Rule 505 exemption, the issuer is not disqualified from relying on Rule 505 for one of the reasons stated in Rule 505(b)(2)(iii).

Each Issuer identified above has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

For signature, type in the signer's name or other letters or characters adopted or authorized as the signer's signature.

Issuer	Signature	Name of Signer	Title	Date
Advaxis, Inc.	/s/ Mark J. Rosenblum	Mark J. Rosenblum	Chief Financial Officer, Senior Vice President and Secretary	2011-05-27

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 number.

\* This undertaking does not affect any limits Section 102(a) of the National Securities Markets Improvement Act of 1996 ("NSMIA") [Pub. L. No. 104-290, 110 Stat. 3416 (Oct. 11, 1996)] imposes on the ability of States to require information. As a result, if the securities that are the subject of this Form D are "covered securities" for purposes of NSMIA, whether in all instances or due to the nature of the offering that is the subject of this Form D, States cannot routinely require offering materials under this undertaking or otherwise and can require offering materials only to the extent NSMIA permits them to do so under NSMIA's preservation of their anti-fraud authority.

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