

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934  
or Section 30(h) of the Investment Company Act of 1940

<b>1. Name and Address of Reporting Person*</b> <u>APPEL RONI</u>  (Last) (First) (Middle) <u>C/O ADVAXIS, INC</u> <u>212 CARNEGIE CENTER, SUITE 206</u>  (Street) <u>PRINCETON NJ 08540</u>  (City) (State) (Zip)	<b>2. Date of Event Requiring Statement (Month/Day/Year)</b> <u>11/12/2004</u>	<b>3. Issuer Name and Ticker or Trading Symbol</b> <u>GREAT EXPECTATIONS &amp; ASSOCIATES INC [ GXPT ]</u>  <b>4. Relationship of Reporting Person(s) to Issuer (Check all applicable)</b> <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;"><u>Chief Financial Officer</u></p>	<b>5. If Amendment, Date of Original Filed (Month/Day/Year)</b>  <b>6. Individual or Joint/Group Filing (Check Applicable Line)</b> <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
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### Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	2,522,166	D	
Common Stock	355,528	I	By Carmel Ventures, Inc. of which the Reporting Person is the controlling person

### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Warrant	11/12/2004 <sup>(1)</sup>	11/12/2009	Common Stock	58,581	0.4	D	
Warrant	11/12/2004	12/31/2009	Common Stock	9,994	0.1952	D	
Warrant	11/12/2004	12/31/2009	Common Stock	4,455	0.1952	D	
Warrant	11/12/2004	12/31/2009	Common Stock	57,913	0.1952	I	By Carmel Ventures, Inc.
Warrant	11/12/2004 <sup>(1)</sup>	11/12/2009	Common Stock	355,528	0.4	I	By Carmel Ventures, Inc.
Options	05/29/2003 <sup>(2)</sup>	05/29/2013	Common Stock	70,436	0.1952	I	By Carmel Ventures, Inc.

**Explanation of Responses:**

1. Not exercisable if Reporting Person's beneficial ownership would exceed 4.999% of issued and outstanding Common Stock.

2. The options are fully vested.

/s/ Roni Appel

11/12/2004

\*\* Signature of Reporting Person

Date

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

\* If the form is filed by more than one reporting person, see Instruction 5 (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.

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.