

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

1. Name and Address of Reporting Person* <u>DERBIN JON TODD</u> <hr/> (Last) (First) (Middle) <u>C/O ADVAXIS, INC</u> <u>212 CARNEGIE CENTER SUITE 206</u> <hr/> (Street) <u>PRINCETON NJ 08540</u> <hr/> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>11/12/2004</u>	3. Issuer Name and Ticker or Trading Symbol <u>GREAT EXPECTATIONS & ASSOCIATES INC [GXPT]</u> <hr/> 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;"><u>CEO and President</u></p>	5. If Amendment, Date of Original Filed (Month/Day/Year) <hr/> 6. Individual or Joint/Group Filing (Check Applicable Line) <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)
<u>Common Stock</u>	<u>295,766</u>	<u>D</u>	

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			
<u>Warrant</u>	<u>11/12/2004⁽¹⁾</u>	<u>11/12/2009</u>	<u>Common Stock</u>	<u>295,766</u>	<u>0.4</u>	<u>D</u>	
<u>Warrant</u>	<u>11/12/2004</u>	<u>12/31/2009</u>	<u>Common Stock</u>	<u>53,458</u>	<u>0.1952</u>	<u>D</u>	
<u>Warrant</u>	<u>11/12/2004</u>	<u>12/31/2009</u>	<u>Common Stock</u>	<u>19,591</u>	<u>0.1952</u>	<u>D</u>	
<u>Options</u>	<u>11/01/2002⁽²⁾</u>	<u>11/01/2012</u>	<u>Common Stock</u>	<u>1,172,767</u>	<u>0.1952</u>	<u>D</u>	

Explanation of Responses:

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

2. 586,384 options have vested as of the date hereof. One quarter of the remaining options will vest on November 1, 2005 and one quarter of the remaining options will vest on November 1, 2006.

/s/ J. Todd Derbin

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.