

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* FLAMM SCOTT (Last) (First) (Middle) C/O ADVAXIS, INC 212 CARNEGIE CENTER SUITE 206 (Street) PRINCETON NJ 08540 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 11/12/2004	3. Issuer Name and Ticker or Trading Symbol GREAT EXPECTATIONS & ASSOCIATES INC [GXPT]	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year) 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

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	125,772	D	
Common Stock	2,585,094	I	By Flamm Family Partners LP 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 ⁽¹⁾	11/12/2009	Common Stock	125,772	0.4	D	
Warrant	11/12/2004	12/31/2009	Common Stock	31,184	0.1952	D	
Warrant	11/12/2004	12/31/2009	Common Stock	8,910	0.1952	I	By Flamm Family Partners, LP
Warrant	11/12/2004	12/31/2009	Common Stock	36,231	0.1952	I	By Flamm Family Partners, LP
Options	05/29/2003 ⁽²⁾	05/29/2013	Common Stock	70,436	0.1952	D	

Explanation of Responses:

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

2. The options are fully vested.

/s/ Scott Flamm

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.

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