

LEADING BRANDS INC  
Form 6-K  
August 21, 2012

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 6-K**

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 OF THE SECURITIES  
EXCHANGE ACT OF 1934

For the month of **August, 2012**

Commission File Number: **000-19884**

**LEADING BRANDS, INC.**

(Translation of registrant's name into English)

**Suite 1800 – 1500 West Georgia Street  
Vancouver, British Columbia V6G 2Z6 Canada**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F [            ] Form 40-F

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes [            ] No

(If "Yes" is marked, indicate below the file number assigned to the Registrant in connection with Rule 12g3-2(b).)

This Report on Form 6-K is incorporated by reference into the registration statement on Form F-3, File No. 333-146271, and into the prospectus that forms a part of that registration statement, and to be a part thereof from the date on which this Report is submitted, to the extent not superseded by documents or reports subsequently filed or furnished.

This Form 6-K is hereby filed and incorporated by reference into the registrant's Registration Statements on Form S-8 (File Nos. 333-175241 and 333-101555).

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**SUBMITTED HEREWITH**

Exhibits

99.1 Material Change Report dated August 21, 2012

99.2 News Release dated August 21, 2012

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**Leading Brands, Inc.**

(Registrant)

Date: August 21, 2012

By: */s/ Marilyn Kerzner*

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Marilyn Kerzner  
Director of Corporate Affairs

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