

True Drinks Holdings, Inc.  
Form 8-K  
November 06, 2017

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): November 6, 2017

TRUE DRINKS HOLDINGS, INC.  
(Exact name of Registrant as specified in its Charter)

Nevada 001-32420 84-1575085  
(State or other jurisdiction of incorporation) (Commission File No.) (IRS Employer Identification No.)

4 Executive Circle, Suite 280, Irvine, California 92614  
(Address of principal executive offices)

(949) 203-3500  
(Registrant's Telephone Number)

18662 MacArthur Blvd., Suite 110, Irvine, California 92612  
(Former name or address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging Growth Company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.



Item 8.01 Other Events.

True Drinks Holdings, Inc. (the “Company”) today issued a press release announcing that its Board of Directors, working together with its management team and legal and financial advisors, has commenced a process to explore and evaluate potential strategic alternatives focused on maximizing shareholder value. In addition, the Company announced that management has been invited to present at Maxim Group’s Innovative Leaders in Beverage Institutional Investor Conference on Thursday November 9, 2017 in New York City. A copy of the press release is attached to this Current Report on Form 8-K as Exhibit 99.1.

Disclaimer

In accordance with General Instruction B.2 for Form 8-K, the information in this Form 8-K, including Exhibit 99.1, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

See Exhibit Index.

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 hereunto duly authorized.

TRUE DRINKS  
HOLDINGS, INC.

Date: November 6, 2017 By: /s/ Dan Kerker  
Dan Kerker  
Chief Financial Officer

EXHIBIT INDEX

Exhibit Number	Description
<u>99.1</u>	Press Release, dated November 6, 2017.