

NOTIFICATION OF LATE FILING

Name of the Issuer: Iconic Brands Inc.

Check One: ☐ Annual Report ☒ Quarterly Report ☐ Interim Report

For Period Ended: 6/30/2017

Address of Principal Executive Office:

44 Seabro Ave
Amytville, NY
11701

Reason for Delay in Posting Financial Report: State below in reasonable detail why the Annual/Quarterly Report could not be filed within the prescribed time period.

Registrant was not able to obtain all information prior to filing date and management could not complete the required financial statements and Management's Discussion and Analysis of such financial statements by August 15, 2017

Anticipated Filing Date:

[Please note that the filing of this notification grants issuers 5 additional calendar days to post a Quarterly or Interim Report and 15 calendar days to post an Annual Report.]

08/22/2017

Person to contact regarding this notification:

Date: 08/15/2017

Signature: /s/ Richard DeCicco

Name: Richard Decicco

Title: CEO

Instructions to post Notification of Late Filing in www.OTCIQ.com:

1. Fill out this Notification of Late Filing form and convert the file to a PDF
2. Log in to www.OTCIQ.com and click "Add Financial Report" on the left hand navigation
3. Select Dissemination Date "Immediate"
4. Under Report Type, select "Notification of Late Filing"
5. Enter Period End Date corresponding to the quarter/fiscal year end date for which this Notice is being filed
6. Click "Browse" and select the PDF saved in step 1 above.
7. A preview of the document will appear next. Please make sure to review the entire document & scroll down to click the "Submit" button. Your Notification of Late Filing will appear within a few minutes on otcm Markets.com