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UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

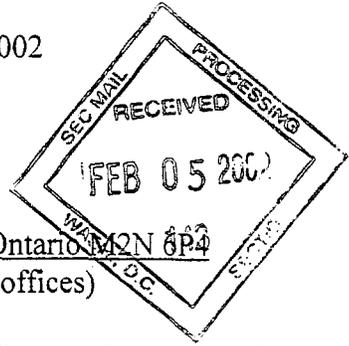
FORM 6-K

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

For the Month of January 2002

BRANDERA INC.
(Name of Registrant)

5255 Yonge Street, Suite 705, Toronto, Ontario M2N 6P4
(Address of principal executive offices)



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FINANCIAL

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

Form 20-F xxx Form 40-F

Indicate by check mark whether the Registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2 (b) under the Securities Exchange Act of 1934. Yes No xxx

This Form 6-K shall be deemed to be incorporated by reference into the prospectuses forming a part of the registration statements (333-11204 and 333-12664) and to be a part of such prospectuses from the date of the filing hereof.

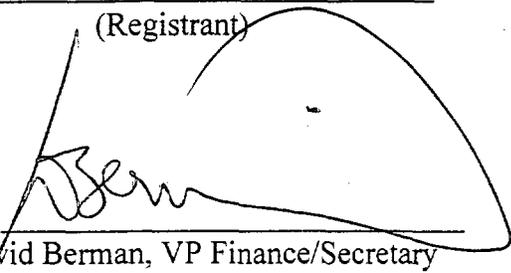
January 2002 Information

- 1. Press Release dated January 23, 2002 - "BrandEra Inc. Appoints New President to The Black Book Marketing Group."

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly cause this Form 6-K to be signed on its behalf by the undersigned, thereunto duly authorized.

BrandEra Inc. -- SEC File No. 0-27144
(Registrant)

By: 
David Berman, VP Finance/Secretary

Date: February 4, 2002

FOR IMMEDIATE RELEASE

Company Contact:

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BrandEra Inc. Appoints New President to The Black Book Marketing Group

BRANDERA INC. - January 23, 2002 ("BrandEra") (CDNX: YBD) (OTCBB: BRND) today announced that it has appointed Tracy Russek as the President of The Black Book Marketing Group.

Ms. Russek, formerly the Director of Operations for The Black Book, replaces Christina Holbrook. Ms. Russek possesses over 15 years experience in the specialty publication and production industry and has an in depth knowledge of all aspects of The Black Book offerings.

"We are pleased to have the experience, expertise and continuity that Ms. Russek brings with her leadership of The Black Book Marketing Group," said Marvin Igelman, President and CEO of BrandEra Inc.

About BrandEra

BrandEra is a business-to-business marketplace for creative, advertising and marketing professionals. The site offers Internet services for this vibrant and influential community, and provides a cohesive environment in which to work, find one another, and conduct business. Specific Web properties of the BrandEra network include BrandEra.com, BlackBook.com, Portfolios.com and MediaLot.com. In addition, BrandEra is a publisher of The Black Book, a group of specialty creative source books.

This press release may contain forward-looking statements relating to BrandEra. Among the important factors that could cause actual results to differ materially from those indicated by such forward-looking statements are the Company's inability to meet the conditions required by and the continued listing requirements of the OTC Bulletin Board, delays in product development, undetected software errors and bugs, competitive pressures, technical difficulties, market acceptance, changes in customer requirements, and general economic conditions, and other risks and uncertainties as described from time to time in the Company's reports and registration statements filed with the Securities and Exchange Commission and the Ontario Securities Commission. The Canadian Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.