SECURITIES

AND EXCHANGE CON WASHINGTON, D.C. 20549	
FORM 8-K	
CURRENT REPORT	
ursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934	
July 22, 2004 Date of Report (Date of earliest event reported)	
CORPORATION, IN	C.
000-25977	77-0421089
(Commission File No.)	(IRS Employer

888 Seventh Ave., 17^{th} Floor , New York, NY 10019

L Q

Delaware (State or other jurisdiction

of incorporation)

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(Address of principal executive offices, including zip code)

(212) 974-5730

(Registrant s telephone number, including area code)

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ITEM 7. FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS.

- (c) Exhibits
 - 99.1 Press Release dated July 22, 2004*

ITEM 12. RESULTS OF OPERATION AND FINANCIAL CONDITION

On July 22, 2004, L Q Corporation, Inc. issued a press release announcing its preliminary financial results for its second fiscal quarter ended June 30, 2004. A copy of that press release is attached to this Report as Exhibit 99.1 hereto. The press release should be read in conjunction with the note regarding forward-looking statements, which is included in the text of the press release.

The information contained in this Report and in the press release attached as an exhibit hereto shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except to the extent that it is expressly stated to be incorporated by specific reference in such filing.

^{*} This exhibit is intended to be furnished and shall not be deemed filed for purposes of the Securities Exchange Act of 1934, as amended.

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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 hereunto duly authorized.

Date: July 22, 2004

L Q CORPORATION, INC.

By: /s/ Mel Brunt

Name: Mel Brunt

Title: Chief Financial Officer

EXHIBIT INDEX

Exhibit Number	Description
	
99.1	Press Release dated July 22, 2004.

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