
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 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 15, 2011

LEXARIA CORP.

(Exact name of registrant as specified in its charter)

Nevada
*(State or other jurisdiction of
incorporation)*

000-52138
(Commission File Number)

20-2000871
(IRS Employer Identification No.)

#950 – 1130 West Pender Street, Vancouver, British Columbia, Canada V6E 4A4

Registrant's telephone number, including area code: (604) 602-1675

(Former name or former 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 Exchange Act (17 CFR 240.13e-4(c))
-

Item 1.01 Entry into a Material Definitive Agreement

Item 3.02 Unregistered Sales of Equity Securities

On November 15, 2011, the Company entered into a non-exclusive three month agreement with Trident Financial to assist the Company with the development and implementation of a public and investor relations and communications program, and provide ongoing assistance to the Company regarding the development and enhancement of the Company's public and market image.

Trident Financial will receive compensation of CAD\$6,000 monthly on the first day of each successive month for the term of the agreement unless previously terminated as per the agreement.

On January 20, 2010, the Company had adopted the 2010 Stock Option Plan. Based on this original Stock Option Plan, on November 15, 2011, the Company has granted additional 40,000 stock options to Trident Financial. The exercise price of the stock options is US\$0.30, vesting immediately, and expire on November 15, 2016

Item 7.01 Regulation FD Disclosure.

A copy of the news release announcing Investor Relations contract is filed as exhibit 99.1 to this current report and is hereby incorporated by reference.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

Exhibit No.	Description
10.1	Agreement between Trident Financial the Company dated November 15, 2011
10.2	Form of Stock Option Agreement
99.1	News Release dated November 15, 2011

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.

Dated: November 15, 2011

(Signature) Lexaria Corp.
By: “/s/ Chris Bunka”
Chris Bunka
President & CEO

INVESTOR RELATIONS AGREEMENT

THIS AGREEMENT is made as of November 15, 2011

BETWEEN

TRIDENT FINANCIAL CORP., a company incorporated pursuant to the laws of the Province of British Columbia; with an office at Suite 240 - 515 West Pender Street, Vancouver, BC. V6B 6H5

(the “**Consultant**”)

AND:

LEXARIA CORP. a company incorporated pursuant to the laws of the Province of British Columbia; with an office at 950-1130 West Pender Street, Vancouver, BC, V6E 4A4

(the “**Company**”)

(the “**Parties**”)

WHEREAS:

- A. The Company is a reporting issuer, the securities of which are listed for trading on the Canadian National Stock Exchange (the “**Exchange**”);
- B. The Company carries on the business of a junior oil and gas company focused on acquisition, exploration, and oil and gas production in The United States of America;
- C. The Consultant carries on the business of investor relations including assisting public companies in the promotion of corporate activities;
- D. The Company wishes to engage the Consultant and the Consultant has agreed to be engaged to provide communications services to the Company in accordance with the terms of this agreement (the “**Agreement**”);

NOW THEREFORE THIS AGREEMENT WITNESSES that in consideration of the mutual covenants and agreements herein contained, the receipt and sufficiency of which is hereby acknowledged by each of the parties hereto, it is hereby agreed as follows:

1. Engagement of the Consultant

1.1 Engagement

The Company hereby engages the Consultant to provide the services set out in Section 2.1 herein (the "Services") to the Company, and the Consultant has agreed to provide the Services to the Company, subject to the terms and conditions described in this Agreement.

2. Services of the Consultant

2.1 General

The Consultant shall provide the following Services:

- (a) meet and communicate with corporate analysts, institutional and professional investors, retail clients and stockbrokers for the purposes of encouraging or promoting investment in the Company;
- (b) advise the Company with respect to its public communication materials, including the Company's website and presentations developed for industry meetings, conferences and tradeshows;
- (c) introduce the Company to and liaise on behalf of the Company with writers for and publishers of relevant subscriber based publications, including newspapers, magazines, business publications and financial publications;
- (d) assist the Company with all work necessary to prepare for meetings and presentations with investors; and
- (e) such other services as the Company and the Consultant may from time to time agree upon.

2.2 Independent Contractor

The Parties intend that the relationship between them created under this Agreement is that of an independent contractor only. It is agreed that the Consultant is not an employee of, partner or joint venture with the Company. The Consultant shall retain control over the manner and means by which it provides the Services, subject to the Company's specification of the results to be achieved.

2.3 Non-Exclusivity

The Consultant shall devote such of its time and effort as may be necessary to discharge the Consultant's duties as outlined hereunder. The parties agree that the Consultant's engagement to provide the Services is non-exclusive. The Consultant is free to provide similar services to other individuals, firms, companies and businesses, subject to the terms and conditions of this Agreement.

2.4 Authority of the Consultant

The Company hereby authorizes the Consultant, subject to the other provisions of this Agreement, to do all acts and things as the Consultant may in its discretion deem necessary or desirable to enable the Consultant to provide the Services. Notwithstanding the foregoing, the Consultant has no authority to enter into contracts or agreements on behalf of the Company or to bind the Company in any manner whatsoever.

2.4 CNSX Documentation

The Consultant represents and represents to the Company that all documentation required to be filed by the Consultant with the Exchange in connection with its provision of the services hereunder, and specifically all Personal Information Forms or related documentation, has been so filed and is up to date as of the date of this Agreement.

3. Company's Agreement with the Consultant

3.1 Fees

In consideration of the provision of the Services, the Company shall compensate the Consultant in the following manner:

(a) During the period from the Effective Date November 15th, 2011, pay to the Consultant a monthly fee of \$6000.00 + GST/HST plus approved expenses, (for greater certainty, the initial monthly payment shall be due and payable upon Effective Date November 15th, 2011 and each subsequent monthly payment shall be due on the fifteenth day of the month for which such monthly payment is provided);

(b) Grant the Consultant incentive stock option to purchase up to 40,000 common shares of the Company vesting according to the Company's stock option plan, with an exercise price in the context of the market and subject to approval of the Company's new option plan, and subject to CNSX regulations;

3.2 Entire Agreement

This Agreement constitutes the entire agreement between the Parties hereto pertaining to the subject matter hereof and supersedes and replaces all prior and contemporaneous commitments, obligations, agreements, understandings, negotiations and discussions, whether oral or written, of the Parties, and there are no warranties, representations or other agreements between the Parties in connection with the subject matter hereof.

3.3 Receipt of Consents and Approvals

The commitments, obligations and payments contained in this Agreement are contingent upon the Corporation having received the necessary consents and approvals from the Exchange in respect of the Agreement and such consents and approvals must be received prior to the commencement of the Services by the Consultant. Both Parties agree to promptly execute and deliver all such documentation and other instruments as the Exchange may require. In the event that any such consents or approvals are not received by the Corporation, this Agreement and all commitments, obligations and understandings between the Company and the Consultant are hereby terminated.

3.4 Access to Company Information

The Company shall provide the Consultant with information about the Company, such information including: financial statements, technical reports, annual information forms, news releases, material change reports, offering documents, filing statements, promotional information and other similar relevant documentation as may be reasonably necessary to complete and perform the Services (collectively referred to as the "**Information**") as the Consultant and the Company shall deem appropriate.

4. Commencement and Term of Agreement

4.1 Term

The term of this Agreement (the "**Term**") shall commence on November 15th, 2011 and shall end on February 15th, 2012 (the "**Expiry Date**"), subject to extension or earlier termination as provided herein.

4.2 Extension of Term

The Parties may at any time and from time to time extend the Term of this Agreement by agreement in writing by the parties hereto. The agreement to extend the Term shall specifically deal with:

- (a) the length of time for which the Term shall be extended;
 - (b) any compensation that shall be paid to the Consultant during the extended Term; and
 - (c) any other terms and conditions of this Agreement that the Parties wish to amend.
-

4.3 Termination

This Agreement shall terminate automatically upon the expiry of the Term, including any extensions thereof. This Agreement may be terminated prior to the expiry of the Term:

(a) upon the occurrence of any default by the Consultant, by the Company giving written notice to the Consultant specifying the nature of such default and upon the failure of the Consultant to fully cure or remedy such default within 30 days after the date of the written notice. For the purposes of this Agreement, a default by the Consultant shall be defined as the occurrence of any one or more of the following:

(i) the Consultant fails to perform any of the Services in the manner or within the time required herein or commits a material breach of a provision of this Agreement; or

(ii) the Company, acting reasonably, determines that the Consultant is acting in a manner detrimental to the Company or has violated the obligation of the Consultant herein, to maintain the confidentiality of any information relating to the Company, or (ii) the Consultant while providing the Services violates any law, rule, regulation or any rule or policy of any stock exchange or trading facility upon which the Company's shares may be or become listed for trading;

(b) by the Consultant, 15 days after having given notice to the Company of the failure of the Company to pay any of the amounts provided for in Sections 3.1 above, if such amounts remain unpaid at that time;

(c) upon the mutual agreement of both Parties to this Agreement; or

(d) by either party at any time upon giving the other party 30 days prior written notice.

4.4 Announcement of Agreement

The Company shall issue a press release, to be drafted by the Company announcing this Agreement.

5. Confidentiality

5.1 Confidentiality

Except as authorized or required to provide the Services, the Consultant shall not disclose or reveal to any person any of the trade secrets, secret or confidential operations, processes or dealings, or any information concerning the organization, business, finances, transactions, technical innovations or other affairs of the Company of which it becomes aware during the Term. The Consultant shall keep secret all confidential information entrusted to it and shall not use or attempt to use this information in any manner that might injure or cause loss, either directly or indirectly, to the Company's business. This restriction shall continue to apply after the termination of this Agreement.

6. Miscellaneous

6.1 Severability

Each provision of this Agreement is intended to be severable. If any term or provision hereof shall be determined by a court of competent jurisdiction to be illegal or invalid for any reason whatsoever, that provision shall be severed from this Agreement and shall not affect the validity of the remainder of this Agreement.

6.2 Waiver and Consents

No consent, approval or waiver, express or implied, by any party hereto, to or of any breach or default by another party in the performance by the other party of its obligations hereunder shall be deemed or construed to be a consent or waiver to or of any other breach or default in the performance by such other party of the same or any other obligations of such other party. The failure of a party to declare the other party in default, irrespective of how long such failure continues, shall not constitute a general waiver by such party of the breach or default of the other and shall not be construed to waive or limit the need for such consent or approval in any other instance.

6.3 Indemnification

Company shall indemnify Consultant from all costs, claims and lawsuits which Consultant may be required to pay or defend arising from a material misrepresentation by Company of any information relied upon by Consultant and which Consultant, without knowledge of such misrepresentation, provided to anyone.

6.4 Governing Law

This Agreement and all matters arising hereunder shall be governed by, construed and enforced in accordance with the laws of the Province of British Columbia and the federal laws applicable therein and all disputes arising under this Agreement shall be referred to the Courts of the Province of British Columbia.

6.5 Successors

This Agreement shall ensure to the benefit of and be binding upon the Parties and their respective heirs and successors.

6.6 Assignment and Amendments

This Agreement may not be assigned by a party without the prior written consent of the other party. No amendment to this Agreement shall be valid unless it is evidenced by written agreement executed by the Parties hereto.

6.7 Notices

All notices, requests and communications required or permitted hereunder shall be in writing and shall be sufficiently given and deemed to have been received upon personal delivery or facsimile transmission during normal business hours of the recipient or, if mailed, upon the first to occur of actual receipt or 48 hours after being placed in the mail, postage prepaid, registered or certified mail, respectively addressed to the Company or the Consultant as follows:

To the Consultant:

TRIDENT FINANCIAL CORP.
Suite 240-515 West Pender Street
Vancouver, British Columbia
Canada V6B 6H5

Attention: Rob Riley
Facsimile: 604-681-8669

To the Company:
LEXARIA CORP.
950-1130 West Pender Street
Vancouver, BC
V6E 4A4

Name: Chris Bunka
Title: Chairman and CEO

or such other address as may be specified in writing to the other party, but notice of a change of address shall be effective only upon the actual receipt.

6.8 Time of the Essence

Time is of the essence of this Agreement.

6.9 Further Assurances

From time to time after the execution of this Agreement, the Parties shall make, do, execute or cause or permit to be made, done or executed all additional lawful acts, deeds, things, devices and assurances in law whatsoever as may be required to carry out the true intention and to give full force and effect to this Agreement.

7.0 Counterparts

This Agreement may be executed in several counterparts, each of which shall be deemed to be an original and all of which shall together constitute one instrument. Facsimile signatures are acceptable and binding.

IN WITNESS WHEREOF this Agreement has been duly executed by the Parties hereto effective as of the day and year first above written.

TRIDENT FINANCIAL CORP.

Per: _____
Name: Rob Riley
Title: President

LEXARIA CORP.

Per: _____
Name: Chris Bunka
Title: Chairman and CEO

STOCK OPTION AGREEMENT

LEXARIA CORP.

THIS AGREEMENT is entered into as of the 15th day of November, 2011 (the "Date of Grant")

BETWEEN:

LEXARIA CORP., a company incorporated pursuant to the laws of the State of Nevada, of Suite 950 1130 West Pender, Vancouver, BC V6E 4A4
(the "Company")

AND:

Trident Financial, a company incorporated pursuant to the laws of the Province of British Columbia, of Suite 240, 515 West Pender, Vancouver, British Columbia V6B 6H5
(the "Optionee")

WHEREAS:

A. The Board of Directors of the Company (the "Board") has approved and adopted the 2010 Stock Option Plan (the "Plan"), pursuant to which the Board is authorized to grant to employees and other selected persons stock options to purchase common shares of the Company (the "Common Stock");

B. The Plan provides for the granting of stock options that either (i) are intended to qualify as "Incentive Stock Options" within the meaning of Section 422 of the Internal Revenue Code of 1986, as amended (the "Code"), or (ii) do not qualify under Section 422 of the Code ("Non-Qualified Stock Options"); and

C. The Board has authorized the grant to the Optionee of options to purchase a total of **40,000** shares of Common Stock (the "Options"), which Options are intended to be (select one):

Incentive Stock Options;
 Non Qualified Stock Options

NOW THEREFORE, the Company agrees to offer to the Optionee the option to purchase, upon the terms and conditions set forth herein and in the Plan, **4,000** shares of Common Stock. Capitalized terms not otherwise defined herein shall have the meanings ascribed thereto in the Plan.

1. Exercise Price. The exercise price of the options shall be US **\$0.30** per share.

2. Limitation on the Number of Shares. If the Options granted hereby are Incentive Stock Options, the number of shares which may be acquired upon exercise thereof is subject to the limitations set forth in Section 5.1 of the Plan.

3. Vesting Schedule. The Options shall vest in accordance with Exhibit A.

4. Options not Transferable. The Options may not be transferred, assigned, pledged or hypothecated in any manner (whether by operation of law or otherwise) other than by will, by applicable laws of descent and distribution or, in the case of a Non-Qualified Stock Option, pursuant to a qualified domestic relations order, and shall not be subject to execution, attachment or similar process; *provided, however*, that if the Options represent a Non-Qualified Stock Option, such Option is transferable without payment of consideration to immediate family members of the Optionee or to trusts or partnerships established exclusively for the benefit of the Optionee and Optionee's immediate family members. Upon any attempt to transfer, pledge, hypothecate or otherwise dispose of any Option or of any right or privilege conferred by the Plan contrary to the provisions thereof, or upon the sale, levy or attachment or similar process upon the rights and privileges conferred by the Plan, such Option shall thereupon terminate and become null and void.

5. Investment Intent. By accepting the Options, the Optionee represents and agrees that none of the shares of Common Stock purchased upon exercise of the Options will be distributed in violation of applicable federal and state laws and regulations. In addition, the Company may require, as a condition of exercising the Options, that the Optionee execute an undertaking, in such a form as the Company shall reasonably specify, that the Stock is being purchased only for investment and without any then-present intention to sell or distribute such shares.

6. Termination of Employment and Options. Vested Options shall terminate, to the extent not previously exercised, upon the occurrence of the first of the following events:

- (a) Expiration. Five (5) years from the Date of Grant.
 - (b) Termination for Cause. The date of the first discovery by the Company of any reason for the termination of an Optionee's employment or contractual relationship with the Company or any related company for cause (as determined in the sole discretion of the Plan Administrator), and, if an Optionee's employment is suspended pending any investigation by the Company as to whether the Optionee's employment should be terminated for cause, the Optionee's rights under this Agreement and the Plan shall likewise be suspended during the period of any such investigation.
 - (c) Termination Due to Death or Disability. The expiration of one (1) year from the date of the death of the Optionee or cessation of an Optionee's employment or contractual relationship by reason of disability (as defined in Section 5.1(g) of the Plan). If an Optionee's employment or contractual relationship is terminated by death, any Option held by the Optionee shall be exercisable only by the person or persons to whom such Optionee's rights under such Option shall pass by the Optionee's will or by the laws of descent and distribution.
-

- (d) Termination for Any Other Reason. The expiration of ninety (90) days from the date of an Optionee's termination of employment or contractual relationship with the Company or any Related Corporation for any reason whatsoever other than termination of service as a director, cause, death or Disability (as defined in Section 5.1(g) of the Plan).

Each unvested Option granted pursuant hereto shall terminate immediately upon termination of the Optionee's employment or contractual relationship with the Company for any reason whatsoever, including Disability unless vesting is accelerated in accordance with Section 5.1(f) of the Plan.

7. Stock. In the case of any stock split, stock dividend or like change in the nature of shares of Stock covered by this Agreement, the number of shares and exercise price shall be proportionately adjusted as set forth in Section 5.1(m) of the Plan.

8. Exercise of Option. Options shall be exercisable, in full or in part, at any time after vesting, until termination; *provided, however,* that any Optionee who is subject to the reporting and liability provisions of Section 16 of the *Securities Exchange Act* of 1934 with respect to the Common Stock shall be precluded from selling or transferring any Common Stock or other security underlying an Option during the six (6) months immediately following the grant of that Option. If less than all of the shares included in the vested portion of any Option are purchased, the remainder may be purchased at any subsequent time prior to the expiration of the Option term. No portion of any Option for less than fifty (50) shares (as adjusted pursuant to Section 5.1(m) of the Plan) may be exercised; provided, that if the vested portion of any Option is less than fifty (50) shares, it may be exercised with respect to all shares for which it is vested. Only whole shares may be issued pursuant to an Option, and to the extent that an Option covers less than one (1) share, it is unexercisable.

Each exercise of the Option shall be by means of delivery of a notice of election to exercise (which may be in the form attached hereto as Exhibit B) to the President of the Company at its principal executive office, specifying the number of shares of Common Stock to be purchased and accompanied by payment in cash by certified check or cashier's check in the amount of the full exercise price for the Common Stock to be purchased. In addition to payment in cash by certified check or cashier's check, an Optionee or transferee of an Option may pay for all or any portion of the aggregate exercise price by complying with one or more of the following alternatives:

- (a) by delivering to the Company shares of Common Stock previously held by such person, duly endorsed for transfer to the Company, or by the Company withholding shares of Common Stock otherwise deliverable pursuant to exercise of the Option, which shares of Common Stock received or withheld shall have a fair market value at the date of exercise (as determined by the Plan Administrator) equal to the aggregate purchase price to be paid by the Optionee upon such exercise; or
 - (b) by complying with any other payment mechanism approved by the Plan Administrator at the time of exercise.
-

It is a condition precedent to the issuance of shares of Common Stock that the Optionee execute and/or deliver to the Company all documents and withholding taxes required in accordance with Section 5.1 of the Plan.

9. Holding period for Incentive Stock Options. In order to obtain the tax treatment provided for Incentive Stock Options by Section 422 of the Code, the shares of Common Stock received upon exercising any Incentive Stock Options received pursuant to this Agreement must be sold, if at all, after a date which is later of two (2) years from the date of this agreement is entered into or one (1) year from the date upon which the Options are exercised. The Optionee agrees to report sales of shares prior to the above determined date to the Company within one (1) business day after such sale is concluded. The Optionee also agrees to pay to the Company, within five (5) business days after such sale is concluded, the amount necessary for the Company to satisfy its withholding requirement required by the Code in the manner specified in Section 5.1(l) of the Plan. Nothing in this Section 9 is intended as a representation that Common Stock may be sold without registration under state and federal securities laws or an exemption therefrom or that such registration or exemption will be available at any specified time.

10. Resale restrictions may apply. Any resale of the shares of Common Stock received upon exercising any Options will be subject to resale restrictions contained in the securities legislation applicable to the Optionee. The Optionee acknowledges and agrees that the Optionee is solely responsible (and the Company is not in any way responsible) for compliance with applicable resale restrictions.

11. Subject to 2010 Stock Option Plan. The terms of the Options are subject to the provisions of the Plan, as the same may from time to time be amended, and any inconsistencies between this Agreement and the Plan, as the same may be from time to time amended, shall be governed by the provisions of the Plan, a copy of which has been delivered to the Optionee, and which is available for inspection at the principal offices of the Company.

12. Professional Advice. The acceptance of the Options and the sale of Common Stock issued pursuant to the exercise of Options may have consequences under federal and state tax and securities laws which may vary depending upon the individual circumstances of the Optionee. Accordingly, the Optionee acknowledges that he or she has been advised to consult his or her personal legal and tax advisor in connection with this Agreement and his or her dealings with respect to Options. Without limiting other matters to be considered with the assistance of the Optionee's professional advisors, the Optionee should consider: (a) whether upon the exercise of Options, the Optionee will file an election with the Internal Revenue Service pursuant to Section 83(b) of the Code and the implications of alternative minimum tax pursuant to the Code; (b) the merits and risks of an investment in the underlying shares of Common Stock; and (c) any resale restrictions that might apply under applicable securities laws.

13. No Employment Relationship. Whether or not any Options are to be granted under this Plan shall be exclusively within the discretion of the Plan Administrator, and nothing contained in this Plan shall be construed as giving any person any right to participate under this Plan. The grant of an Option shall in no way constitute any form of agreement or understanding binding on the Company or any Related Company, express or implied, that the Company or any Related Company will employ or contract with an Optionee, for any length of time, nor shall it interfere in any way with the Company's or, where applicable, a Related Company's right to terminate Optionee's employment at any time, which right is hereby reserved.

14. Entire Agreement. This Agreement is the only agreement between the Optionee and the Company with respect to the Options, and this Agreement and the Plan supersede all prior and contemporaneous oral and written statements and representations and contain the entire agreement between the parties with respect to the Options.

15. Notices. Any notice required or permitted to be made or given hereunder shall be mailed or delivered personally to the addresses set forth below, or as changed from time to time by written notice to the other:

The Company:

Lexaria Corp.
Suite 950 1130 West Pender.
Vancouver, BC V6E 4A4
Attention: President

With a copy to:

W.L. Macdonald Law Corporation
1210 – 777 Hornby Street
Vancouver, British Columbia V6Z 1S4
Attention: William Macdonald

The Optionee:

Trident Financial
240-515 West Pender
Vancouver, British Columbia
V6B 6H5

LEXARIA CORP.

Per: _____
Authorized Signatory

[Trident Financial]

EXHIBIT A

TERMS OF THE OPTION

Name of the Optionee:	Trident Financial
Date of Grant:	November 15, 2011
Designation:	Qualified Stock Options
1. Number of Options granted:	40,000 stock options
2. Purchase Price:	US\$0.30 per share
3. Vesting Date:	40,000 options on November 15, 2011;
4. Expiration Date:	November 15, 2016

EXHIBIT B

To:

Lexaria Corp.
Suite 950 1130 West Pender
Vancouver, BC V6E 4A4
Attention: President

Notice of Election to Exercise

This Notice of Election to Exercise shall constitute proper notice pursuant to Section 5.1(h) of Lexaria Corp.'s (the "Company") 2010 Stock Option Plan (the "Plan") and Section 8 of that certain Stock Option Agreement (the "Agreement") dated as of the _____ day of _____, 20____, between the Company and the undersigned.

The undersigned hereby elects to exercise Optionee's option to purchase _____ shares of the common stock of the Company at a price of US\$0.30 per share, for aggregate consideration of US\$_____, on the terms and conditions set forth in the Agreement and the Plan. Such aggregate consideration, in the form specified in Section 8 of the Agreement, accompanies this notice.

The Optionee hereby directs the Company to issue, register and deliver the certificates representing the shares as follows:

Registration Information:

Delivery Instructions:

Name to appear on certificates

Address

Name

Address

Telephone Number

DATED at _____, the _____ day of _____, 20____.

(Name of Optionee – Please type or print)

(Signature and, if applicable, Office)

(Address of Optionee)

(City, State, and Zip Code of Optionee)



November 15, 2011
Release # 2011-17

Trading Symbol: LXRQ: OTCQB
LXX: CNSX

Lexaria Engages Trident Financial

Vancouver, BC—LEXARIA CORPORATION (the "Company" or "Lexaria") is pleased to announce it has entered into a non-exclusive three month agreement with Trident Financial Corp. to assist the Company with the development and implementation of a public and investor relations and communications program, and provide ongoing assistance to the Company regarding the development and enhancement of the Company's public and market image.

Trident Financial will receive compensation of CAD\$6,000 monthly on the first day of each successive month for the term of the agreement unless previously terminated as per the agreement. The Company has also granted Trident Financial 40,000 stock options vesting immediately with an exercise price of US\$0.30, expiring November 15, 2016.

Trident Financial Corp. is headed by Robert Riley, a former investment advisor with 17 years of experience in the venture capital markets, who will be responsible for designing and implementing a comprehensive marketing and shareholder communication plan.

To learn more about Lexaria Corp. visit www.lexariaenergy.com.

ON BEHALF OF THE BOARD
"Chris Bunka," President

FOR FURTHER INFORMATION PLEASE CONTACT:
Lexaria Corp.
Chris Bunka President/CEO/Chairman
(250) 765 6424

FORWARD-LOOKING STATEMENTS

This release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements which are not historical facts are forward-looking statements. The Company makes forward-looking public statements concerning its expected future financial position, results of operations, cash flows, financing plans, business strategy, products and services, competitive positions, growth opportunities, plans and objectives of management for future operations, including statements that include words such as "anticipate," "if," "believe," "plan," "estimate," "expect," "intend," "may," "could," "should," "will," and other similar expressions are forward-looking statements. Such forward-looking statements are estimates reflecting the Company's best judgment based upon current information and involve a number of risks and uncertainties, and there can be no assurance that other factors will not affect the accuracy of such forward-looking statements. It is impossible to identify all such factors but they include and are not limited to the existence of underground deposits of commercial quantities of oil and gas; cessation or delays in exploration because of mechanical, weather, operating, financial or other problems; capital expenditures that are higher than anticipated; or exploration opportunities being fewer than currently anticipated. There can be no assurance that road or site conditions will be favorable for field work; no assurance that well treatments will have any effect on oil or gas production; no assurance that oil field interconnections will have any measurable impact on oil or gas production or on field operations, and no assurance that any expected new well(s) will be drilled or have any impact on the Company. There can be no assurance that expected oil and gas production will actually materialize; and thus no assurance that expected revenue will actually occur. There is no assurance the Company will have sufficient funds to drill additional wells, or to complete acquisitions or other business transactions. Such forward looking statements also include estimated cash flows, revenue and current and/or future rates of production of oil and natural gas, which can and will fluctuate for a variety of reasons; oil and gas reserve quantities produced by third parties; and intentions to participate in future exploration drilling. Adverse weather conditions can delay operations, impact production, and cause reductions in revenue. The Company may not have sufficient expertise to thoroughly exploit its oil and gas properties. The Company may not have sufficient funding to thoroughly explore, drill or develop its properties. Access to capital, or lack thereof, is a major risk. Current oil and gas production rates may not be sustainable and targeted production rates may not occur. Factors which could cause actual results to differ materially from those estimated by the Company include, but are not limited to, government regulation, managing and maintaining growth, the effect of adverse publicity, litigation, competition and other factors which may be identified from time to time in the Company's public announcements and filings.

The CNSX has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.