

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Mobiquity Technologies, Inc.

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U.S. 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): March 13, 2013 (March 7, 2013)

Ace Marketing & Promotions, Inc.
(Exact name of registrant as specified in its charter)

New York
(State or jurisdiction of incorporation or organization)

000-51160
(Commission File Number)

11-3427886
(I.R.S. Employer Identification Number)

600 Old Country Road, Suite 541, Garden City, NY 11530
(Address of principal executive offices (Zip Code))

Registrant's telephone number: (516) 256-7766
(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 (see General Instruction A.2. below):

- 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 (17CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure

On March 7, 2013, the Company issued a press release, a copy of which is appended hereto.

Item 8.01 Other Events

The Company, through its wholly-owned subsidiary, Mobiquity Networks, operates the largest mall-based proximity marketing network in the United States covering 75 malls and a potential audience of approximately 95 million consumers. The Company has been licensing the U.S. rights to its proximity marketing units from FuturLink, SA, a pioneer in the field of location-based mobile marketing and purchasing its inventory directly from FuturLink. These proximity marketing units were developed by FuturLink with innovative platforms utilizing Bluetooth, Wi-Fi, QR (Quick Response codes) and NFC (Near Field Communications) to create, manage and deploy mobile marketing campaigns. On March 7, 2013, the Company acquired the assets of FuturLink in exchange for an undisclosed amount of cash, which cash was paid from the Company's current working capital. These assets include, without limitation, the FuturLink technology (patents and source codes), trademark(s) and access point (proximity marketing) component parts.

As the technology owner, the Company realized immediate cost savings and will leverage the hardware and software included in its purchase to expand its mall-based footprint in the United States. The acquisition of FuturLink's technology and corresponding patents provides the Company with vertical integration and provides it with flexibility and autonomy. By owning the technology, the Company has the ability to do the following:

- Increase download speed for both Bluetooth and Wi-Fi,
- Add customer dashboard for real-time reporting of campaign statistics,
- Implementation of a rewards program to increase download loyalty,
- Ability to deliver apps directly via Bluetooth and Wi-Fi
- Reduce cost of proximity marketing units by approximately 60-70% and
- Eliminate the payment of licensing fees to FuturLink of approximately \$175,000 per annum.

It is the Company's intention to continue its established relationship with Blue Bite, to maintain the proximity marketing network and to enhance the FuturLink platform capabilities through the integration of additional mobile solutions.

This transaction did not result in the acquisition of a significant subsidiary as defined under Article 1(w) of Regulation S-X.

Item 9.01. Financial Statements and Exhibits.

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated March 7, 2013. (Filed herewith.)

SIGNATURE

Pursuant to the requirements of Section 13 or 15(b) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

ACE MARKETING & PROMOTIONS, INC.

Dated: March 13, 2013

By: /s/ Dean L. Julia
Dean L. Julia, Co-Chief Executive Officer

Ace's Mobiquity Networks Acquires Patented Proximity Marketing Technology

NEW YORK, March 7, 2013 /PRNewswire/ -- Ace Marketing & Promotions, Inc. **AMKT** an Integrated Marketing Company, is pleased to announce the acquisition of the assets of FuturLink, SA, a pioneer in the field of location-based mobile marketing. Terms of the transaction were not disclosed. FuturLink has developed innovative platforms utilizing Bluetooth, Wi-Fi, QR and NFC to create, manage and deploy mobile marketing campaigns.

Through its wholly-owned subsidiary, Mobiquity Networks, Ace operates the largest mall-based proximity marketing network in the US, covering 75 malls and a potential audience of 95 million monthly consumers. Prior to the acquisition, Mobiquity licensed the US rights to FuturLink's technology. As the technology owner, Ace/Mobiquity will realize immediate cost savings, and will leverage the hardware and software included in the acquisition to expand its mall-based network footprint in the US.

According to Sean Trepeta, President of Mobiquity, "The acquisition of FuturLink's technology and corresponding patents is a natural next step in our vertical integration strategy, and gives us tremendous flexibility and autonomy as we look to expand our network here in the US and abroad."

Prior to the acquisition, FuturLink had invested approximately \$5 million in developing the hardware, software, IP and product line that includes a number of technologies to create and manage mobile marketing campaigns. In addition to the technology, Ace/Mobiquity has acquired FuturLink's former subscriber base. Ace/Mobiquity intends to service this market, and should generate revenue spanning five continents.

Continuing their established partnership, Ace/Mobiquity and Blue Bite will jointly maintain the global proximity marketing network, and will work to enhance the platform capabilities through the integration of additional mobile solutions, including Blue Bite's mTAG® Platform.

"When we began developing proximity marketing services in the US, we completed an exhaustive global search for the best in class technology platform," said Dean Julia, Co-CEO of Ace Marketing. "We chose FuturLink's solution based on performance and innovation. This technology is the cornerstone of our national location-based mobile marketing network, and we are excited to bring this platform in-house."

ABOUT "ACE"

Ace Marketing & Promotions, Inc. is a business and technology development company focusing on advanced integrated marketing platforms, mobile marketing, social networks, website development and digital media. The Company's 3 business divisions are: Ace Marketing (Integrated Marketing Technologies), Venn Media (Integrated Website Development and Social Media Platform) and Mobiquity Networks (Location Based Mobile Marketing Network). For more information you can visit:

www.acemarketing.net
www.vennmedia.net

www.appliedmarketingtechnologies.net
www.mobiquitynetworks.com

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995.

Certain statements in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes in levels of competition, possible loss of customers, and the company's ability to attract and retain key personnel.

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