

# SECURITIES & EXCHANGE COMMISSION EDGAR FILING

## Mobiquity Technologies, Inc.

**Form: 8-K**

**Date Filed: 2013-07-09**

Corporate Issuer CIK: 1084267

Symbol: MOBQ

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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): July 9, 2013 (July 9, 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

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(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))
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### Item 7.01. Regulation FD Disclosure

On July 9, 2013, the Company issued a press release, a copy of which is appended hereto.

### Item 8.01 Other Events

The accompanying Press Release describes that the Company has hired technology veteran Paul Bauersfeld as Chief Technology Officer. While Mr. Bauersfeld is serving as Chief Technology Officer, he is not deemed by the Board of Directors of the Company to be an executive officer of the Company and he is not performing policy making functions for the Company or a principal business unit division or function of the Company, as all policy making decisions of the Company are made by either the Co-Chief Executive Officers or the Principal Financial Officer of the Company.

### Item 9.01. Financial Statements and Exhibits.

| <u>Exhibit</u> | <u>Description</u>                                  |
|----------------|---|
| 99.1           | Press release dated July 9, 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: July 9, 2013

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

# Ace Marketing & Promotions Welcomes New Chief Technology Officer

## *Technology veteran, Paul Bauersfeld joins executive team*

NEW YORK, NY July 09, 2013 /PRNewswire/ -- Ace Marketing & Promotions, Inc. (OTCQB: AMKT) a leading business and technology development company focusing on advanced integrated marketing platforms, mobile marketing, social networks, and digital media, announced today the appointment of Paul Bauersfeld as the company's Chief Technology Officer.

Paul Bauersfeld is a seasoned technology executive and engineer with over twenty years of experience in software product development and entrepreneurial organizations. As a skilled leader with experience in both building and managing, Mr. Bauersfeld has held positions at a number of Fortune 100 and startup companies in the technology and media industries. His roles have included; Co-founder and CEO of Message One (Acquired by Dell), VP of ecommerce at Ziff-Davis, Technology Director at Viacom's Nickelodeon Online, Founder of GiftOne (Acquired by Skymall) as well as engineering positions at Apple Computer and Xerox Corporation.

"Ace Marketing is well positioned in mobile, social and digital platforms and these are areas where I see tremendous potential for growth. The industry advancements in location based mobile advertising, social registration, and gamification are great opportunities, and with our executive team and dedicated staff, I'm confident we will succeed," said Paul Bauersfeld.

"We are committed to creating the best possible user experience for our integrated marketing platforms, especially within our Mobyquity Networks division. With Mr. Bauersfeld's deep knowledge of platform development, content distribution and business intelligence he will help fuel Ace's evolution. We are excited to have him on board," said Dean Julia, Ace Marketing's Co- CEO.

### **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 Mobyquity Networks (Location Based Mobile Marketing Network). For more information you can visit:

[www.acemarketing.net](http://www.acemarketing.net)  
[www.vennmedia.net](http://www.vennmedia.net)

[www.appliedmarketingtechnologies.net](http://www.appliedmarketingtechnologies.net)  
[www.mobyquitynetworks.com](http://www.mobyquitynetworks.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.

### **Contact Information:**

#### **Ace Marketing & Promotions, Inc.**

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