

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): September 20, 2013 (September 19, 2013)

Mobiquity Technologies, 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

Ace Marketing & Promotions, Inc.

(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 September 19, 2013, the Company issued a press release, a copy of which is appended hereto.

On September 20, 2013, the Company issued a press release, a copy of which is appended hereto.

Item 9.01. Financial Statements and Exhibits.

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated September 19 2013 regarding a change in the corporate name. (Filed herewith.)
99.2.	Press Release dated September 20, 2013 regarding Insidious Chapter 2. (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.

MOBIQUITY TECHNOLOGIES, INC.

Dated: September 20, 2013

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

Ace Marketing & Promotions, Inc. Changes Name to Mobiquity Technologies, Inc. to Better Reflect Company Focus OTC ticker symbol changes from AMKT to MOBQ

NEW YORK, NY September 19, 2013 /PRNewswire/ -- On September 19, 2013, Ace Marketing & Promotions, Inc. (OTCQB: AMKT, parent company of Mobiquity Networks, will change its name to Mobiquity Technologies, Inc. to reflect the company's focus and continued growth as one of the largest location-based mobile marketing network in the US. Relatedly, the OTCQB ticker symbol for Mobiquity Technologies, **MOBQ**, will replace Ace Marketing's AMKT symbol.

Mobiquity Technologies has developed and acquired a number of innovative marketing technologies, spanning location-based mobile marketing, mobile customer data analytics, web content and customer relationship management, that it will continue to leverage through its two wholly-owned subsidiaries: Mobiquity Networks and Ace Marketing & Promotions.

"Our organization today is strongly positioned as a leader in the social mobile marketing space with its location-based marketing platform, Mobiquity Networks, which creates significant added value as a prominent company asset and a logical extension of our integrated marketing platform we originally formed with Ace Marketing & Promotions. Therefore, adopting a new name and brand identity is an important next step in our growth strategy," said Dean Julia, Co-CEO of Ace Marketing. "Mobiquity Technologies expresses how we have evolved as an organization — a technology company that connects fans (consumers) and brands through mobile, social and online platforms."

Mobiquity Networks has created the nation's leading location-based mobile marketing network – spanning 75 landmark malls across the top US metropolitan markets. Mobiquity utilizes a comprehensive Mobi-Suite of proprietary mobile interaction technologies utilizing Bluetooth and Wi-Fi, to target on-the-go shoppers and deliver meaningful digital multimedia content to their mobile devices. In late 2013, Mobiquity will provide an additional point of interaction on consumer's smartphones in the form of a new mobile application dubbed – Mobi-App. Inherent to the new Mobi-App, Mobiquity plans to additionally release its much anticipated Mobi-Rewards program to encourage brand engagement and reward users for interacting with the network.

Mobiquity Technologies management will attempt to implement a multi-pronged growth strategy to include network expansion across select mall and other large retail properties, as well as additional high-traffic venues such as sports and entertainment arenas, metropolitan airports, and destination locations such as New York City's Time Square. Future avenues for building further company value and revenue growth will include bundling and marketing the vast amount of data constantly generated by this expansive social mobile network.

ABOUT “MOBIQUITY TECHNOLOGIES”

Mobiquity is a technology company focusing on connecting Fans (consumers) and Brands through Online, Social and Mobile Platforms. Mobiquity Technologies is attempting to revolutionize location-based mobile marketing platforms through social registration, gamification and rewards by creating a Universal Location Based Mobile Marketing Ecosystem that maximizes “Fan Engagement” through a single platform of Bluetooth, Wi-Fi, NFC, QR and a universal App.

For more information you can visit:

www.mobiquitytechnologies.com

www.acemarketing.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.

Contact Information:**Mobiquity Technologies, Inc.**

Legend Securities, Inc.

John Columbia

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INSIDIOUS: CHAPTER 2 utilizes Mobiquity's Network to Deliver Mobile Experience

NEW YORK, September 20, 2012 – Mobiquity Technologies, Inc. (OTC.QB: MOBQ) announces today that their Mobiquity Network was used as part of an integrated marketing campaign to promote the release of the motion picture "INSIDIOUS: CHAPTER 2" which opened in theaters on September 13th. Mobiquity delivered various mobile content including the movie trailer via Bluetooth to mall visitors across a select section of Mobiquity's 75 mall network (visit www.mobiquitynetworks.com for a complete list of malls).

INSIDIOUS: CHAPTER 2, which tells the story of the haunted Lambert family seeking to uncover the mysterious childhood secret that has left them dangerously connected to the spirit world, was the #1 movie in the country for the week of September 13th with gross box office sales exceeding \$45 million through September 18, 2013.

Mobiquity Networks offers advertisers the opportunity to deliver rich media content to mobile devices via Bluetooth within the Mobiquity cloud. The innovative technology permits delivery to virtually any mobile device and properly formats each piece of content to ensure that every user receives the best possible experience. The mobile users simply need to turn on their Bluetooth and set it to visible. Mobiquity has the ability to reach millions of consumers per month with relevant, engaging content which is completely free for the user and measurable for the advertisers.

Mobiquity Networks units are strategically positioned in the common area, near entrances, anchor stores, escalators and other high-traffic and high dwell-time areas throughout each mall to maximize advertising messaging reach and frequency. Mobiquity's network of 75 malls gives advertisers the ability to deliver messaging to approximately 96 million mall visits per month.

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