

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): November 7, 2013 (November 1, 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

(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 November 1, 2013, the Company issued a press release, a copy of which is appended hereto.

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

Item 8.01. Other Events

On November 1, 2013, the Company announced that Thomas Arnost, a director of the Company since 2011, was appointed as non-executive Chairman of the Board of the Company to serve until his successor is elected and shall qualify.

Item 9.01. Financial Statements and Exhibits.

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated November 1, 2013. (Filed herewith.)
99.2	Press release dated November 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.

MOBIQUITY TECHNOLOGIES, INC.

Dated: November 7, 2013

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

PRESS RELEASE

Nov. 1, 2013, 8:29 a.m. EDT

Mobiquity Technologies Appoints Thomas M. Arnost as Chairman

Mobile marketing company taps former Univision president for strategic leadership position



NEW YORK, Nov 01, 2013 (BUSINESS WIRE) -- **Mobiquity Technologies, Inc.** (otcqb:MOBQ), the nation's largest location-based mobile marketing Bluetooth network, today announced it has named Thomas M. Arnost as Chairman of Mobiquity Technologies. A Mobiquity board member since July 2011, Mr. Arnost has actively participated in initiatives that drive company growth. The appointment comes at a time of rapid expansion as the company recently reported 33% growth of Mobiquity Networks' national footprint.

"Tom is a well-known, very highly regarded media executive with a tremendous amount of industry experience and a very impressive track record of success. Tom will make a strong Chairman for us," said Dean Julia, Co-Chief Executive Officer of Mobiquity Technologies. "Our team looks forward to more of Tom's involvement in the company's growth at all levels."

As Chairman of Mobiquity Technologies, Mr. Arnost will work in lock-step with the company's executive team and other board members and provide leadership and guidance across the organization. Previously, Mr. Arnost served as co-president of Univision Communications, Inc. Station Group. He served as co-president of the Univision Television Station Group from 1997 to 2006 and prior to that, served as executive vice president from 1994 to 1996. During his tenure with Univision, Arnost's vision and leadership helped contribute to the station group's unprecedented growth. Total station group revenues grew from under \$120 MILLION in 1993 to over \$600 MILLION in 2006, just prior to the sale of the company to a group of private equity companies. Also during his tenure, Univision's market value grew from \$500 MILLION to \$14 BILLION.

"Mobiquity Technologies is in a very unique position, already establishing itself as the largest location based mobile Bluetooth network in the country, with a footprint that includes every major U.S. market. With state-of-the-art Bluetooth technology, the Mobiquity network can flawlessly deliver an advertiser's message directly to a consumer's personal device, at the right time, at the right place," said Arnost. "Location based mobile marketing is the next frontier and Mobiquity Technologies is a leader in the category, well positioned for sustainable growth. I am honored to be joining a highly talented management team and look forward to building significant shareholder value."

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, Beacon Technology and a universal App.

For more information you can visit: www.mobiquitytechnologies.comwww.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.

Mobiquity Technologies Takes on the Big Screen, Signs Multi-Movie Marketing Deal with Major Studio
Mobile marketing company launches campaign behind this week's box-office leader

NEW YORK, Nov. 7, 2013 -- [Mobiquity Technologies](#), Inc. (OTCQB: MOBQ), the nation's largest location-based mobile marketing network, today announced an agreement with a major motion picture studio to promote multiple upcoming films, kicking off third-screen marketing efforts for this week's box-office leading film. This multi-film mobile marketing agreement follows a successful campaign for the studio earlier this year.

Launching in advance of the movie premier last week, the mobile marketing campaign drove movie goers to the box office with an official, made-for-mobile movie trailer and calendar reminder. Mobiquity campaigns can reach millions of opt-in consumers via Bluetooth across its extensive mobile mall network in the nation's Top DMAs. Mobiquity Technologies has successfully driven moviegoers to a number box-office blockbusters including Zero Dark Thirty, War Horse, and Insidious 2 among others, delivering compelling and relevant digital content to more than 96 million mall visits monthly.

"Location-based mobile marketing provides a critical touch-point for moviegoers while they're actively shopping and receptive to actionable and branded entertainment content," said Sean Trepeta, president of Mobiquity Networks. "We're already seeing the campaign's success, helping the film reach the #1 spot its first week out."

Mobiquity Technology and the movie studio recently demonstrated their experience and success with location-based mobile marketing, educating more than 1,300 members of the motion picture industry at [Show East](#), Oct. 21-24 at the Westin Diplomat Resort and Spa in Hollywood, Florida.

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