

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 17, 2015 (September 15, 2015)

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 September 15, 2015 and September 17, 2015, the Company issued press releases, copies of which are appended hereto.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated September 15, 2015. (Filed herewith.)
99.2	Press release dated September 17, 2015. (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.

MOBIQUNITY TECHNOLOGIES, INC.

Dated: September 17, 2015

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

Mobiquity Networks Partners with Mobeam To Deliver Smarter Mobile Shopping

Mobeam joins Mobiquity Networks' publisher network with the Beep'nGo app

GARDEN CITY, N.Y., September 15, 2015 -- [Mobiquity Networks](#), a wholly owned subsidiary of Mobiquity Technologies, Inc. (OTCQB: MOBQ) ("Mobiquity" or "the Company"), which powers a leading national location-based mobile advertising and app engagement network, announced an exciting new partnership with Mobeam today. Mobeam will integrate Mobiquity Networks' software into its popular Beep'nGo app, enabling it to deliver smarter and more convenient ways to pay and save while shopping.

Mobeam is a leader in in-store mobile barcode beaming technology. Its patented light-based beaming technology overcomes historical technical barriers and enables point of sale (POS) red laser scanners to read barcodes on Android mobile devices. Popular and emerging "mobile payment" apps rely on NFC or other technologies that communicate with credit card payment terminals, but not with scanners. Mobeam enables true mobile "wallets" and not just NFC-based card payment substitutes, meaning Beep'nGo users can now carry loyalty cards, membership cards, gift cards, tickets, vouchers and coupons in one app, providing them with universal POS access at retailers. Mobeam technology easily integrates with all existing mobile payment apps, thus completing their role as a comprehensive mobile wallet.

Mobeam wanted to extend the reach and targeting capabilities of Beep'nGo beyond the store, which led to the collaboration with Mobiquity Networks.

"Our goal is to make the shopping experience for consumers as easy as possible using mobile technology which enables true digital wallets, not simply digital credit card alternatives," said George Garrick, CEO of Mobeam. "We chose to work with Mobiquity Networks because it powers the largest shopping mall-based beacon advertising network in the U.S., and is known for delivering proximity marketing without compromising the user experience. By joining Mobiquity Networks' publisher network, we can improve the shopping experience even more by enabling shoppers to redeem their Mobiquity offers by simply beaming them into the checkout scanner. We complete the 'last mile' of capturing valuable targeted retail deals and enabling the shopper to easily transmit those savings into the checkout POS for an instant redemption"

By integrating the Mobiquity SDK, Beep'nGo gains the potential to reach the 260+ million monthly shoppers in Mobiquity's network. The BeepNGo app will detect Mobiquity Networks' beacons, which are placed in the common areas of malls, such as food courts, corridors and walkways and will deliver highly-targeted offers to users' smartphones at the moment when they are the most impactful.

"Reaching shoppers when they are in mall common areas is critical for brands and retailers," said Sean Trepeta, President of Mobiquity Networks. "This is the moment when they are deciding which stores to visit and what to buy. Now, Mobeam's BeepNGo app will be able to reach consumers at these powerful moments of influence with relevant offers."

In addition, the location awareness enabled by Mobiquity Networks provides Beep'nGo with much more granularity with respect to user activity, which will lead to better targeting and monetization opportunities.

About Mobiquity Technologies:

Mobiquity Technologies, Inc. (OTCQB: MOBQ) (“Mobiquity”), parent company of Mobiquity Networks, operates a national location-based mobile advertising network that has developed a consumer-focused proximity network which we believe is unlike any other in the United States. Mobiquity’s integrated suite of leading-edge location based mobile advertising technologies allows our clients to execute more personalized and contextually relevant experiences, driving brand awareness and incremental revenue. Mobiquity Technologies will continue to attempt to expand its location-based mobile advertising solutions to create “smart malls” in retail destinations across the U.S. using Bluetooth-enabled iBeacon technology. Please visit the Company’s corporate websites at: www.mobiquitytechnologies.com and www.mobiquitynetworks.com.

About Mobeam

Mobeam is a global leader in mobile enabling technology. Mobeam technology allows laser scanners to read 1D barcodes from mobile devices, using patented technology that sends pulses of light or audio pulses to the sensor in scanners mimicking the black-and-white sequencing of standard barcodes. Mobeam is currently preloaded on more than 200 million mobile devices and enables retailers, CPGs and other companies to uniquely engage with consumers while increasing revenue opportunities. Mobeam was named a Red Herring Top 100 2015 award winner in the mobile industry segment. Additional information is available at www.mobeam.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 of competition, possible loss of customers, and the company’s ability to attract and retain key personnel.

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Mobiquity Networks Expands Publisher Network with GeoQpons Mobile App

Pact Enables Distribution of Relevant, Real-Time Localized Offers To Approximately 5.5 Million GeoQpons Mobile App Users

GARDEN CITY, N.Y., September 17, 2015 -- [Mobiquity Networks](#), a wholly owned subsidiary of Mobiquity Technologies, Inc. (OTCQB: MOBQ), which powers a leading national location-based mobile advertising and app engagement network, now enables distribution of localized offers to approximately 5.5 million GeoQpons mobile app users when they are shopping in a Mobiquity Networks mall.

GeoQpons is the only coupons and shopping app that combines in-store and online coupons, clearance sales, shopping list and loyalty cards for shoppers at major retail stores. It brings deals together from over 300 retailers and thousands of brands, including the largest names in retail mall anchors, big box stores, specialty coffee retailers and more.

Integrating Mobiquity Networks' SDK (Software Development Kit – a package of pre-written code to make integration easier for developers), enables GeoQpons to initiate a rich in-app experience, providing highly targeted location-based promotions and delivery of offers and deals in its mobile app the instant a shopper walks by one of Mobiquity Network's beacons – providing shoppers with relevant content while they are shopping.

Campaigns run via GeoQpons and Mobiquity Networks are triggered by beacons in mall common areas, which include corridors, escalators, and food courts, resulting in increased engagement with the GeoQpons app.

“The relationship with Mobiquity Networks gives us an important additional way to present in-store offers to our app users at the right time and right place, when they are most likely to use them. These engagements will certainly deliver great value to our advertisers,” said GeoQpons/XYMob CEO, Sunit Lohtia.

Mobiquity Networks' exclusive retail footprint includes more than 320 of the premier U.S. shopping malls. The network currently covers more than 7,500 unique retailers encompassing over 40,000 storefronts. Over the past year, Mobiquity Networks has dramatically increased its partnership network and the scope of its footprint to enable better, smarter location-based campaigns.

“GeoQpons was chosen as a publisher partner based on their relevance to the mall – where the consumer engagements will occur. This helps us to achieve our goal of delivering the best quality shopper experience,” said Thomas M. Arnost, Executive Chairman of Mobiquity Networks. “As part of our network, apps like GeoQpons, as well as retailers and brands they serve, have a unique ability to be in front of millions of shoppers at the most critical moment – when they are making their purchasing decisions.”

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About GeoQpons/XYMob:

GeoQpons.com brings together the best discount coupons, printable coupons, digital coupons and latest savings offers for hundreds of leading stores and brands to help consumers save money. Their parent company, XYMob is a dedicated team of mobile technologies experts determined to transform in-store shopping experience for mobile consumers. Founded in 2009 and headquartered in San Rafael, California (15 miles north of San Francisco) XYMob is led by experienced wireless industry executives and a world class mobile application development team. The team brings over 50 years of combined experience in mobile application development across multiple mobile platforms. Please visit their website at: www.xymob.com.

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