

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Mobiquity Technologies, Inc.

Form: 8-K

Date Filed: 2016-12-12

Corporate Issuer CIK: 1084267

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): December 12, 2016

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))
-

Item 7.01. Regulation FD Disclosure

On December 12, 2016, 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 December 12, 2016. (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: December 12, 2016

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

<SEC-DOCUMENT>0001683168-16-000910-index.html : 20161212
<SEC-HEADER>0001683168-16-000910.hdr.sgml : 20161212
<ACCEPTANCE-DATETIME>20161212161017
ACCESSION NUMBER: 0001683168-16-000910
CONFORMED SUBMISSION TYPE: 8-K
PUBLIC DOCUMENT COUNT: 2
CONFORMED PERIOD OF REPORT: 20161212
ITEM INFORMATION: Regulation FD Disclosure
ITEM INFORMATION: Financial Statements and Exhibits
FILED AS OF DATE: 20161212
DATE AS OF CHANGE: 20161212

FILER:

COMPANY DATA:

COMPANY CONFORMED NAME: Mobiquity Technologies, Inc.
CENTRAL INDEX KEY: 0001084267
STANDARD INDUSTRIAL CLASSIFICATION: SERVICES-ADVERTISING [7310]
IRS NUMBER: 113427886
STATE OF INCORPORATION: NY
FISCAL YEAR END: 1231

FILING VALUES:

FORM TYPE: 8-K
SEC ACT: 1934 Act
SEC FILE NUMBER: 000-51160
FILM NUMBER: 162046403

BUSINESS ADDRESS:

STREET 1: 600 OLD COUNTRY ROAD, STE 541
CITY: GARDEN CITY
STATE: NY
ZIP: 11530
BUSINESS PHONE: 516-256-7766

MAIL ADDRESS:

STREET 1: 600 OLD COUNTRY ROAD, STE 541
CITY: GARDEN CITY
STATE: NY
ZIP: 11530

FORMER COMPANY:

FORMER CONFORMED NAME: ACE MARKETING & PROMOTIONS INC
DATE OF NAME CHANGE: 19990414

</SEC-HEADER>

<DOCUMENT>

<TYPE>8-K

<SEQUENCE>1

<FILENAME>mobiquity_8k.htm

<DESCRIPTION>FORM 8-K

<TEXT>

[Document 1 - file: mobiquity_8k.htm](#)

</DOCUMENT>

<DOCUMENT>

<TYPE>EX-99.1

<SEQUENCE>2

<FILENAME>mobiquity_ex9901.htm

<DESCRIPTION>PRESS RELEASE

<TEXT>

[Document 2 - file: mobiquity_ex9901.htm](#)

</DOCUMENT>

</SEC-DOCUMENT>

Mobiquity Networks Adds New App Partner to its Publisher Network

App Partner adds billions of new first party data points to existing Mobiquity Database

GARDEN CITY, N.Y., December 12, 2016 – (GLOBE NEWSWIRE) – Mobiquity Technologies Inc. (OTCBB:MOBQ), wholly owned subsidiary, Mobiquity Networks, a next generation location marketing and data insight company that operates a nationwide location-based mobile advertising network of beacons, has partnered with a major weather related app to join its App Publisher Network. This app will add approximately 70 million US downloaded users to Mobiquity's existing publisher network.

The Mobiquity Publisher Network is comprised of apps that have integrated Mobiquity's location SDK. The Mobiquity location SDK provides precise real-time first party location information for use in marketing and research.

Mobiquity Networks utilizes the location data to create highly relevant location based ads, audience segmentations and attribution reports. These services allow brands to better reach their customers and potential customers while helping them understand the effectiveness of their advertising campaigns.

"With this partnership we have greatly expanded the reach of Mobiquity Networks" said Tom Arnost, Chairman of Mobiquity Networks. "As the app continues to scale, since our recent launch, we have documented over 2 billion data points of valuable first party location data. Now brands have even more opportunity to understand their customers and better provide them with information on their products and services."

About Mobiquity Technologies:

Mobiquity Networks, a wholly owned subsidiary of Mobiquity Technologies, Inc. (OTCQB: MOBQ), is a location marketing and data insights company that operates a nationwide location-based mobile advertising network of beacons with exclusive agreements in premier US shopping malls. Coupled with Mobiquity's integrated suite of leading-edge location based mobile advertising technologies, retail and entertainment brands can execute personalized and contextually relevant mobile ad experiences, driving brand awareness and incremental revenue.

Visit: www.mobiquitytechnologies.com and 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 of competition, possible loss of customers, and the company's ability to attract and retain key personnel.

Media Contacts:

Mobiquity Technologies, Inc.
Dean Julia
DJulia@mobiquitynetworks.com
516-256-7766 x214