

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Mobiquity Technologies, Inc.

Form: 8-K

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Corporate Issuer CIK: 1084267

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): February 20, 2018 (February 15, 2018)

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)

35 Torrington Lane, Shoreham, NY 11786

(Address of principal executive offices (Zip Code))

Registrant's telephone number: (516) 246-9422

(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 (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure

On February 15, 2018, 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 February 15, 2018. (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: February 20, 2018

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

Mobiquity Networks Adds Barometric as First Data Consumer Partner on Blockchain Based Passage Platform

NEW YORK, NEW YORK February 15, 2018 (GLOBE NEWSWIRE) — Mobiquity Networks, a mobile location data intelligence company, and wholly owned subsidiary of Mobiquity Technologies, Inc. (OTCQB:MOBQ) today announced the addition of their first data consumer partner to utilize Mobiquity Networks' blockchain-based Passage Platform. Barometric, MRC-Accredited provider of the industry's most advanced cross-environment tracking and attribution solution, has begun its integration with the Passage Platform, which will allow Barometric to search and utilize location data on the Passage Platform in a secure, transparent and accountable manner.

Mobiquity Networks' Blockchain network is a semi-private network, to be utilized by its current data providers and consumers. Moving forward, Mobiquity Networks will open its Blockchain network to all location data providers and consumers. For data consumers, the open Blockchain will enable a complete audit trail of data origin and rights of usage. Similarly, for data suppliers the open Blockchain will provide data security, full transparency of usage and smart contracts for rights management to the data. The Company believes the added security, transparency and accountability features will cause numerous new data consumers and providers to join the network.

"Once the Passage Platform is fully integrated into our service, we can provide our clients transparent and accountable access to premium mobile location data," said Anthony Iacovone, CEO of Barometric. "As cryptography usage continues to rise within the technology industry, Mobiquity Networks is providing us the opportunity to utilize blockchain in real-world situations to benefit our customers."

About Mobiquity Networks (www.mobiquitynetworks.com)

Mobiquity Networks, a wholly owned subsidiary of **Mobiquity Technologies, Inc. (MOBQ)**, is a next generation location data intelligence company. The company provides precise, unique, at-scale location-based data and insights on consumer's real-world behavior and trends for use in marketing and research. With our combined exclusive data sets and first party location data via our advanced SDK; Mobiquity Networks provides one of the most accurate and scaled solution for mobile data collection and analysis.

About Barometric

Barometric® is the most advanced cross-environment media tracking and attribution solution in market. Originally developed as an internal tool for AdTheorent's data-driven digital ad network, Barometric currently processes 3-4 billion ad calls per day. Since 2011, Barometric's technology has served, tracked, and organized petabytes of data for use by brands to understand cross environment activity and gain actionable insights. Barometric is now offered as an independent hosted service offering for use with all media allowing marketers to leverage Barometric's transparent, multi-environment methodology to measure cross-channel engagement in real-time, allowing for ongoing optimization and campaign management. Barometric is the only solution capable of collecting mobile IDs across all environments — such as web, app, rich media, video and brand studies — and matching these multiple IDs to a single user, resulting in superior attribution.

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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