

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Mobiquity Technologies, Inc.

Form: 8-K

Date Filed: 2019-05-30

Corporate Issuer CIK: 1084267

UNITED STATES
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): May 30, 2019 (May 24, 2019)

Mobiquity Technologies, Inc.

(Exact name of Registrant as specified in its charter)

New York
(State or incorporation)

000-51160
(Commission File Number)

11-3427886
(I.R.S. Employer Identification No.)

35 Torrington Lane
Shoreham, NY 11786
(Address of principal executive offices and zip code)

(516) 246-9422
(Registrant's telephone number, including area code)

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:

- 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))

Securities registered pursuant to Section 12(b) of the Act:

Title of each Class	Trading Symbol	Name of each exchange on which registered
N/A	N/A	N/A

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 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers, Compensatory arrangements of Certain Officers

On May 24, 2019, Anthony Iacovone resigned from the board of directors for personal reasons.

Item 7.01. Regulation FD Disclosure

On May 28, 2019 and May 30, 2019, the Company issued press releases, copies of which are appended hereto.

Item 9.01. Financial Statements and Exhibits.

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated May 28, 2019. (Filed herewith.)
99.2	Press release dated May 30, 2019. (Filed herewith.)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Company has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

MOBIQUITY TECHNOLOGIES, INC.

Dated: May 30, 2019

By: /s/ Dean L. Julia
Name Deal L. Julia
Title: Chief Executive Officer

Mobiquity Technologies Featured in Proactive Investors Interview

*Dean Julia, CEO of Mobiquity Technologies
Discusses the Company's Recent Acquisition of Advangelists*

NEW YORK, May 28, 2019 (PR NEWSWIRE) -- Mobiquity Technologies, Inc. (OTCQB: MOBQ) is a leading technology provider to next-generation mobile media. In the Interview, Dean Julia, CEO of Mobiquity Technologies, details the expected impact of Mobiquity's acquiring 100% ownership interest in Advangelists LLC, and how the transaction will benefit Mobiquity's near and mid-term growth opportunities.

"As demonstrated by our record quarterly sales for the first quarter of 2019, and record monthly sales in April, we believe the acquisition of Advangelists has and will continue to be accretive," commented Dean Julia. "We expect to achieve significantly greater revenue during the balance of 2019 as we complete the integration process."

To watch the full video:

<https://www.proactiveinvestors.com/companies/stocktube/13432/mobiquity-tech-makes-major-move-acquiring-remaining-51-percent-of-advange-13432.html>

About Proactive Investors

Proactive Investors is the largest financial news portal in the world focused exclusively on small and midcap equities with offices in New York, Toronto, Vancouver, London, Sydney and Perth. Proactive produces more than 1,000 breaking news stories, analyst commentary, deep dive articles and CEO interviews per week. Proactive is a certified media provider to Google, Microsoft, Apple, Bloomberg and Morningstar among other media outlets.

About Mobiquity Technologies

Mobiquity Technologies, Inc. (OTCQB: MOBQ), is a mobile first, next generation, Platform-as-a-Service (PaaS) company for data and advertising. Through Mobiquity Technologies' Advangelists subsidiary (www.advangelists.com), the company provides the world's first ATOS (Ad Tech Operating System) of programmatic advertising technologies and precise mobile data insights on consumer behavior. Mobiquity also maintains the largest location database available to advertisers and marketers through their data services division.

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. For more information, please contact us at: press@mobiquitytechnologies.com

Mobiquity's AdCop™ Finds Ad Fraud Lurking Below the Floor

Beta Program Identifies Nearly 100% of Programmatic Media Below Bid Floor Pricing is Fraudulent

NEW YORK, May 30, 2019 (PR NEWSWIRE) -- Mobiquity Technologies, Inc. (OTCQB: MOBQ), a leading technology provider in next generation programmatic advertising today released the initial observations from the Advangelists free AdCop™ beta program, exposing near 100% fraud in instances of bids placed below publisher's established floor price.

Similar to a reserve bid price on eBay or other auction environments, all advertiser bids below the floor price should be rejected and the impression should remain unsold. "It was curious that we were even able to acquire impressions below the floor price, which lead us to investigate the nature of these impressions. We immediately observed a near 100% fraud rate, of spoofed publishers," said Dean Julia, CEO Mobiquity Technologies, parent to wholly-owned subsidiary Advangelists, which created AdCop.

These initial findings have many implications on decisions made by publishers seeking to monetize their inventory, and advertisers seeking to attain the lowest rates for media. The AdCop beta program included 3 major advertising agency partners and observed the instance of fraud for dozens of their brands at the impression level. The program looks across the entire ecosystem of publishers, open RTB, mobile and video; finding the pervasiveness of fraud below the floor price to be indiscriminating.

"Recent published articles citing a decline in Ad Fraud simply is not warranted," continued Mr. Julia. "Not only has the AdCop beta test confirmed that the fraudulent actors are actively moving to mobile and CTV ad platforms where fraud monitoring is harder to detect, our analysis also indicates a prevalence of bad actors blatantly abusing basic floor price principles of the open exchanges is extremely high."

Mr. Julia concluded, "The industry needs to maintain focus on fighting this at an impression level, not publisher level. Everyone is adversely affected, and the Advangelists technology can help address the issue head on."

Mobiquity and Advangelists will maintain the free AdCop beta program for advertisers, but are exploring release of AdCop as a stand alone product.

For more information on the initial beta program findings visit: www.advangelists.com/adcop-beta-findings.

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