

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

Mobiquity Technologies, Inc.

Form: 8-K

Date Filed: 2018-12-04

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): December 4, 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 (17CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17CFR 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 December 4, 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 December 4, 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: December 4, 2018

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

Mobiquity Technologies Launches Largest POI Database with 5.5 Million Unique Places of Business and Leisure

NEW YORK, Dec. 04, 2018 (GLOBE NEWSWIRE) -- Mobiquity Technologies (OTCQB:MOBQ), a leader in advertising technology and mobile location data intelligence, announced the release of a new proprietary points of interest (POI) database. The new POI database creates the largest location dataset containing all commercial buildings, entertainment and sporting venues with over 5.5 million precise location polygons representing over 4,000 different retail chains across the United States. Polygons define precise shapes of buildings and physical locations and are significantly more accurate than commonly used "geofencing" radius practices.

Available via the Advangelists Platform and the Mobiquity Passage Platform, the new POI database has solved the issue of inaccurate polygons, noise and incorrect locations common in mobile targeting. With the addition of significantly increased data points and constant monitoring of each location within the new POI database, Mobiquity data subscribers can be confident in the accuracy of their mobile audience segmentation and targeting.

"Confirming the accuracy of the new POI data and keeping it up to date has been a difficult, time-consuming task that we have solved with supervised machine learning algorithms and processes," said Paul Bauersfeld, CTO Mobiquity Technologies. "Mobiquity is constantly striving to create better context for our advertiser to reach their target audiences, and our latest POI database is leading the industry with a true understanding of commercial properties and places of interest that allow clients unprecedented accuracy in mobile advertising."

About Mobiquity Technologies (www.mobiquitynetworks.com)

Mobiquity Technologies, Inc. (OTCQB: MOBQ), is a mobile first, next generation, Software-as-a-Service (SaaS) platform for data and advertising. The Company provides precise mobile location data and insights on consumer's real-world behavior on a single platform that's easy to use and includes all the necessary features and tools required to run a successful mobile ad campaign. Our goal is to help advertisers deliver the right message to the right person at the right time more efficiently and effectively than ever before.

Information Video: https://youtu.be/M81eMJ_ymo8

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 email: press@mobiquitynetworks.com