

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): October 11, 2022

UPEXI, INC.

(Exact name of registrant as specified in its charter)

Nevada
(State or Other Jurisdiction
of Incorporation)

333-25526
(Commission
File Number)

83-3378978
(I.R.S. Employer
Identification No.)

17129 US Hwy 19 N.
Clearwater, FL 33764
(Address of Principal Executive Offices) (Zip Code)

(701) 353-5425
(Registrant's telephone number, including area code)

Not Applicable
(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:

- 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(s)	Name of each exchange on which registered
Common Stock, par value \$0.001	UPXI	NASDAQ

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

Item 8.01 Other Events.

On October 11, 2022, the Company issued a press release, announcing that its SaaS Ad Tech Division, Interactive Offers, has filed a patent for its single click-to-optin technology that has fueled growth and partnerships with large publishers, a copy of which is attached as Exhibit 99.1 to this Current Report on Form 8-K and incorporated by reference herein.

The information in Item 7.01 and Item 8.01, including Exhibit 99.1 and Exhibit 99.2 attached hereto, is being furnished and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), nor shall it be deemed incorporated by reference in any of the Company’s filings under the Securities Act, or the Exchange Act, whether made before or after the date hereof, except as shall be expressly set forth by specific reference to this Report in such filing.

Section 9 – Financial Statements and Exhibits

Item 9.01 Financial Statements and Exhibits.

Exhibit No.	Exhibit Description
99.1	Press Release of Upexi, Inc., dated October 11, 2022
104	Cover Page Interactive Data File (embedded within the Inline XBRL Document)

SIGNATURES

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

UPEXI, INC.

Dated: October 12, 2022

/s/ Andrew J. Norstrud

Name: Andrew J. Norstrud

Title: Chief Financial Officer



**Upexi's Ad Tech Division,
Interactive Offers, Files New Patent**

New single click-to-optin technology drives revenue across portfolio of brands.

Clearwater, FL / Oct 11, 2022 / Upexi Inc. (NASDAQ: UPXI) (the "Company" or "Upexi"), a multi-faceted brand owner and innovator in aggregation, announced today that its SaaS Ad Tech Division, Interactive Offers, has filed a patent for its single click-to-optin technology that has fueled growth and partnerships with large publishers.

The competitive landscape and higher advertising costs have forced companies to lower budgets and/or try and find new opportunities. Interactive Offers' unique technology adds value for companies by changing the way advertisers pay for leads. With this new single click-to-optin technology, advertisers will no longer be paying per click or per impression, but will be bidding on a verified lead that has opted in to receive promotions and emails for each advertiser(s).

Upexi CEO Allan Marshall stated, *"The response from advertisers and publishers has been positive. This new technology solves a need for us and others. It has been a revenue driver for Interactive Offers and we're now seeing it benefit our portfolio of consumer brands."*

Inflation has not only hit retail and grocery stores, but has severely impacted the digital marketing space. *"Instagram's CPM (cost per 1,000 impressions) has gone up by 39% in the last year, and Facebook's CPM has gone up by \$5 as well to reach \$16 from \$11 last year. Google has faced a less severe increase, but its CPM has become 12% more expensive as well..."* Digital Information World

Interactive Offers has already partnered with Finimize, Benzinga, StreetAuthority, OilPrice.com, InvestingDaily, Maropost, and more who are benefiting from this technology.

The technology has also been deployed on Upexi's in-house eCommerce brands and the Company looks to further expand its offerings to other online businesses. Conversion rates have increased steadily with the new technology.

About Upexi, Inc.

Upexi is a multi-faceted brand owner with established brands in the health, wellness, pet, beauty and other growing markets. We operate in emerging industries with high growth trends and look to drive organic growth of our current brands. We focus on direct to consumer and Amazon brands that are scalable and have anticipated, high industry growth trends. Our goal is to continue to accumulate consumer data and build out a significant customer database across all industries we sell into. The growth of our current database has been key to the year over year gains in sales and profits. To drive additional growth, we have and will continue to acquire profitable Amazon and eCommerce businesses that can scale quickly and reduce costs through corporate synergies. We utilize our in-house, SaaS programmatic ad technology to help achieve a lower cost per acquisition and accumulate consumer data for increased cross-selling between our growing portfolio of brands.

Company Contact

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Investor Relations Contact

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