

MOBIVITY HOLDINGS CORP.
Form 3
July 15, 2013

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â PORTER CAPITAL MANAGEMENT CO		(Month/Day/Year)	MOBIVITY HOLDINGS CORP. [MFON]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	
300 DRAKE LANDING ROAD,Â SUITE 175			(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input checked="" type="checkbox"/> 10% Owner
GREENBRAE,Â CAÂ 94904			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below) (specify below)	
			6. Individual or Joint/Group Filing(Check Applicable Line)	
			<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	8,948,169	I	See Footnote ⁽¹⁾
Common Stock	1,026,233	I	See Footnote ⁽²⁾
Common Stock	1,456,551	I	See Footnote ⁽³⁾

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date <small>(Month/Day/Year)</small>		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Warrant to purchase common stock	06/17/2013	06/17/2018	Common Stock	3,848,169 (4)	\$ 0.2	I	See Footnote (1)
Warrant to purchase common stock	06/17/2013	06/17/2018	Common Stock	276,233 (4)	\$ 0.2	I	See Footnote (2)
Warrant to purchase common stock	06/17/2013	06/17/2018	Common Stock	556,551 (4)	\$ 0.2	I	See Footnote (3)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PORTER CAPITAL MANAGEMENT CO 300 DRAKE LANDING ROAD SUITE 175 GREENBRAE, CA 94904	Â	Â X	Â	Â

Signatures

/s/ Jeffrey Porter, General Partner of Porter Capital Management Co.

07/15/2013

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Porter Capital Management Co., as managing general partner of Porter Partners, LP, has voting and dispositive power over the securities.
- (2) Porter Capital Management Co., as managing general partner of Ben Joseph Partners, has voting and dispositive power over the securities.
- (3) Porter Capital Management Co., as trading advisor of EDJ Limited, has voting and dispositive power over the securities.
- (4) The warrant holder does not have the right to exercise the warrant to the extent that after giving effect to such exercise, the holder would beneficially own in excess of 9.99% of the shares of common stock of Mobivity Holdings Corp. outstanding immediately after giving effect to such exercise. The holder of the warrant may remove such limitation on exercise of the warrant by providing 60 days prior written notice to Mobivity Holdings Corp.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.