### Edgar Filing: MOBIVITY HOLDINGS CORP. - Form 4

MOBIVITY HOLDINGS CORP. Form 4 March 18, 2015		
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue <b>STATEMENT OI</b> <b>STATEMENT OI</b> <b>STATEMENT OI</b> <b>STATEMENT OI</b> <b>STATEMENT OI</b>	SECURITIES AND EXCHANGE ( Washington, D.C. 20549 F CHANGES IN BENEFICIAL OW SECURITIES Section 16(a) of the Securities Exchang Public Utility Holding Company Act of of the Investment Company Act of 194	NERSHIP OF NERSHIP OF Prevent and the second structure of the second structure
(Print or Type Responses) 1. Name and Address of Reporting Person <u>*</u> VAN EPPS WILLIAM M	2. Issuer Name <b>and</b> Ticker or Trading Symbol MOBIVITY HOLDINGS CORP. [MFON]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
(Last) (First) (Middle) 80 WINDOM LANE	3. Date of Earliest Transaction (Month/Day/Year) 03/16/2015	Director 10% Owner Officer (give title Other (specify below)
(Street) NICHOLASVILLE, KY 40356	4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person
(City) (State) (Zip)	Table I - Non-Derivative Securities According	uired, Disposed of, or Beneficially Owned
	1	5. Amount of Securities6. Ownership Form: Direct7. Nature of IndirectBeneficially Owned(D) or Indirect (I)Beneficial OwnershipOwned Following Transaction(s) (Instr. 3 and 4)(Instr. 4)
Common 03/16/2015 Stock	J <u>(1)</u> 50,000 A \$ 1	53,000 D

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

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 Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	;	Date	Amou Under Secur	rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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# **Reporting Owners**

**Reporting Owner Name / Address** 

Relationships

10% Owner Officer Other

VAN EPPS WILLIAM M			
80 WINDOM LANE			
NICHOLASVILLE, KY 40356			

## Signatures

/s/ William Van	
Epps	03/18/2015
<u>**</u> Signature of Reporting Person	Date

### **Explanation of Responses:**

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

Director

- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) March 2015 Equity Financing Program

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.