

MOBIVITY HOLDINGS CORP.  
Form 3  
September 27, 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 Tolbert Thomas F                        |          | (Month/Day/Year)                     | MOBIVITY HOLDINGS CORP. [MFON]                                       |  |
| (Last)                                    | (First)  | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer                     | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
|   |          | 05/20/2013                           |  |  |
| 1143 ELLIS ROAD                           |          |                                      | (Check all applicable)   | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|   | (Street) |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| YPSILANTI,Â MIÂ 48197                     |          |                                      | <input type="checkbox"/> Officer <input type="checkbox"/> Other      | <input type="checkbox"/> Form filed by More than One Reporting Person  |
| (City)                                    | (State)  | (Zip)                                | Chief Sales Officer  |  |

**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                    | 7,000,000   | I  | Front Door Insights, LLC <sup>(1)</sup>               |

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)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 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 | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|  | Date Exercisable   | Title   | Amount or Number of                                    |  |   |
|  | Expiration Date  |   |  |  |   |

|               |                           |            |               |           |        |            |   |
|---------------|---------------------------|------------|---------------|-----------|--------|------------|---|
|               |                           |            |               | Shares    |        | (I)        |   |
|               |                           |            |               |           |        | (Instr. 5) |   |
| Stock Options | 06/17/2013 <sup>(2)</sup> | 06/17/2023 | Stock Options | 8,346,522 | \$ 0.3 | D          | Â |

## Reporting Owners

| Reporting Owner Name / Address                             | Relationships |           |                       |       |
|--|---------------|-----------|-----------------------|-------|
|  | Director      | 10% Owner | Officer               | Other |
| Tolbert Thomas F<br>1143 ELLIS ROAD<br>YPSILANTI, MI 48197 | Â             | Â         | Â Chief Sales Officer | Â     |

## Signatures

/s/ Thomas F. Tolbert  
05/20/2013

\_\_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) Mr. Tolbert has beneficial ownership and control as CEO of Front Door Insights, LLC of their 7 million shares
- (2) 20% exercisable on date of grant. 40% exercisable when company achieves \$10,000,000 in revenue as disclosed on company's annual Form 10K. 40% exercisable when company achieves \$15,000,000 in revenue as disclosed on company's annual form 10K.

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.