

PRAG ROBERT B  
Form SC 13G/A  
January 14, 2013

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

**SCHEDULE  
13G**

UNDER THE  
SECURITIES  
EXCHANGE  
ACT OF 1934  
(Amendment No.  
3)

**MOBIVITY  
HOLDINGS  
CORP.**  
(Name of Issuer)

**COMMON  
STOCK**  
(Title of Class of  
Securities)

**60743E105**  
(CUSIP  
Number)

**12/31/2012**  
(Date of Event  
Which Requires  
Filing of the  
Statement)

**Check the appropriate box to designate the rule pursuant to which this Schedule is filed:**

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

**\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.**

**The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).**

CUSIP No. 60743E105

**1) Names of Reporting Persons.**

**I.R.S. Identification Nos. of Above Persons (entities only)**

**Robert B. Prag**

**2) Check the Appropriate Box if a Member of a Group (a) "**  
**(See Instructions) (b) "**

**3) SEC Use Only**

**4) Citizenship or Place of Organization**

**USA**

**Number of Shares 5) Sole Voting Power 1,461,418**

**Beneficially 6) Shared Voting Power 500,000**

**Owned by Each 7) Sole Dispositive Power 1,461,418**

**Reporting 8) Shared Dispositive Power 500,000**

**Person With**

**9) Aggregate Amount Beneficially Owned by Each Reporting Person**

**1,961,418**

**10) Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) "**

**11) Percent of Class Represented by Amount in Item 9**

**8.4%**

**12) Type of Reporting Person (See Instructions)**

**IN**

**ITEM 1.**

**(A) NAME OF ISSUER: Mobivity Holdings Corp.**

**(B) ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICE  
58 W. Buffalo St.; #200; Chandler, AZ 85225**

**ITEM 2.**

**(A) NAME OF PERSONS FILING  
Robert B. Prag**

**(B) ADDRESS OF PRINCIPAL BUSINESS OFFICE OR IF NONE, RESIDENCE  
2455 El Amigo Road; Del Mar, CA 92014**

**(C) CITIZENSHIP  
USA**

**(D) TITLE OF CLASS OF SECURITIES  
Common Stock**

**(E) CUSIP NUMBER  
60743E105**

**ITEM 3.**

If this statement is filed pursuant to rule 240.13d- 1(b), or 240.13d-2(b) or (c), check whether the person filing is a:

- (a) \_\_\_ Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b) \_\_\_ Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c) \_\_\_ Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d) \_\_\_ Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e) \_\_\_ An investment adviser in accordance with 240.13d- 1(b)(1)(ii)(E).
- (f) \_\_\_ An employee benefit plan or endowment fund in accordance with 240.13d-1(b)(1)(ii)(F).
- (g) \_\_\_ A parent holding company or control person in accordance with 240.13d-1(b)(1)(ii)(G)
- (h) \_\_\_ A savings association as defined in section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813).
- (i) \_\_\_ A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3).
- (j) \_\_\_ Group, in accordance with section 240.13d-1(b)(1)(ii)(J).

#### ITEM 4. OWNERSHIP.

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

- (a) Amount beneficially owned: Robert B. Prag is the record holder of the following securities of Mobivity Holdings Corp. ("Issuer"): (i) 1,398,084 shares of common stock; and (ii) Warrants entitling him to purchase from the Issuer 63,334 shares of common stock for \$.50 per share.

**Mr. Prag is the trustee of The Del Mar Consulting Group, Inc. Retirement Plan Trust (the “Trust”), which Trust is the record holder of the following securities of Issuer: (i) 500,000 shares of common stock. As Robert B. Prag is the Trustee and a beneficial owner of The Del Mar Consulting Group, Inc. Retirement Plan Trust, he would be deemed to be the beneficial owner of these 500,000 shares of common stock as well.**

**(b) Percent of class:**  
**8.4%**

**(c) Number of shares as to which the person has:**

**(i) Sole power to vote or to direct the vote: 1,461,418**

**(ii) Shared power to vote or to direct the vote: 500,000**

**(iii) Sole power to dispose or to direct the disposition of: 1,461,418**

**(iv) Shared power to dispose or to direct the disposition of: 500,000**

**ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS**

**If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following o.**

**ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON**

Not Applicable

**ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY**

Not Applicable

**ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP**

Not Applicable

**ITEM 9. NOTICE OF DISSOLUTION OF GROUP**

Not Applicable



**ITEM 10. CERTIFICATION.**

**By signing below we certify that, to the best of our knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.**

**After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.**

**Dated:**

**By: /s/ Robert B. Prag  
Name: Robert B. Prag  
Title:**