

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**Notice of Effectiveness**

**Effectiveness Date:** September 4, 2015  
**Accession Number:** 0001415889-15-002861  
**Submission Type:** POS AM

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**CIK:** 0001447380  
**Company Name:** MOBIVITY HOLDINGS CORP.  
**File Number:** 333-196084