

# SECURITIES AND EXCHANGE COMMISSION

## FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-01-28** | Period of Report: **2013-01-24**  
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(HTML Version on [secdatabase.com](http://secdatabase.com))

### REPORTING OWNER

#### Smith David E

CIK: **1378591**

Type: **4** | Act: **34** | File No.: **001-34796** | Film No.: **13553287**

Mailing Address

888 LINDA FLORA DRIVE  
LOS ANGELES CA 90049

### ISSUER

#### IndiePub Entertainment, Inc.

CIK: **1326652** | IRS No.: **000000000** | State of Incorp.: **DE** | Fiscal Year End: **1231**  
SIC: **7372** Prepackaged software

Mailing Address

3805 EDWARDS ROAD,  
SUITE 400  
CINCINNATI, OH 45209

Business Address

3805 EDWARDS ROAD,  
SUITE 400  
CINCINNATI, OH 45209  
513.824.8297

#### Mojobear Capital LLC

CIK: **1493902** | State of Incorp.: **DE** | Fiscal Year End: **1231**  
Type: **4** | Act: **34** | File No.: **001-34796** | Film No.: **13553288**

Mailing Address

C/O COAST ASSET  
MANAGEMENT, LLC, 2450,  
COLORADO AVE., SUITE 100  
E. TOWER  
SANTA MONICA CA 90404

Business Address

C/O COAST ASSET  
MANAGEMENT, LLC, 2450,  
COLORADO AVE., SUITE 100  
E. TOWER  
SANTA MONICA CA 90404  
310-576-3502

#### MMB HOLDINGS LLC

CIK: **1544557** | State of Incorp.: **DE** | Fiscal Year End: **1231**  
Type: **4** | Act: **34** | File No.: **001-34796** | Film No.: **13553286**

Mailing Address

888 LINDA FLORA DRIVE  
LOS ANGELES CA 90049

Business Address

888 LINDA FLORA DRIVE  
LOS ANGELES CA 90049  
(310) 576-3502

# FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

### OMB APPROVAL

OMB Number: 3235-0287  
Expires: 02/28/2011  
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### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

|   |         |          |   |  |  |  |
|---|---------|----------|---|--|--|--|
| 1. Name and Address of Reporting Person<br><b>Smith David E</b>           |         |          | 2. Issuer Name and Ticker or Trading Symbol<br><b>IndiePub Entertainment, Inc. [IPUB]</b> |  | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>____ Director <input checked="" type="checkbox"/> 10% Owner<br>____ Officer (give title below)      ____ Other (specify below) |  |
| (Last)  | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)<br><b>01/24/2013</b>                     |  |  |  |
| C/O COAST ASSET MANAGEMENT, LLC, 2450 COLORADO AVE., STE. 100, EAST TOWER |         |          | 4. If Amendment, Date Original Filed (Month/Day/Year)                                     |  | 6. Individual or Joint/Group Filing<br>(Check applicable line)<br>____ Form Filed by One Reporting Person<br><input checked="" type="checkbox"/> Form Filed by More than One Reporting Person                |  |
| (Street)<br><b>SANTA MONICA, CA 90404</b>                                 |         |          |   |  |  |  |
| (City)  | (State) | (Zip)    |   |  |  |  |

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) |   | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |            | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---|--|---|
|                                 |                                      |  | Code                           | V | Amount  | (A) or (D) |   |  |   |
|                                 |                                      |  |                                |   |   |            |   |  |   |

**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) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) |     | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) |     | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                 | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |                          |
|--|--|--------------------------------------|--|--------------------------------|-----|---|-----|--|-----------------|---|--|--|--|--|--------------------------|
|  |  |                                      |  | Code                           | V   | (A)   | (D) | Date Exercisable   | Expiration Date |   |  |  |  |  | Title                    |
| Convertible Loan                           | \$0.15   | 01/24/2013                           |  | J                              | (L) | 444,447   |     | (2)  | 03/31/2014 (3)  | Common Stock  | 444,447                                    | \$66,667 (L)   | 46,637,265 (L)   | I  | Through MMB Holdings LLC |
| Convertible Loan                           | \$0.15   | 01/28/2013                           |  | J                              | (L) | 1,923,898   |     | (2)  | 03/31/2014 (3)  | Common Stock  | 1,923,898                                  | \$288,585 (L)  | 48,561,163 (L)   | I  | Through MMB Holdings LLC |

#### Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| <b>Smith David E</b><br>C/O COAST ASSET MANAGEMENT, LLC<br>2450 COLORADO AVE., STE. 100, EAST TOWER<br>SANTA MONICA, CA 90404 |               | X         |         |       |

|   |  |   |  |  |
|---|--|---|--|--|
| <a href="#">MMB HOLDINGS LLC</a><br>888 LINDA FLORA DRIVE<br>LOS ANGELES, CA 90049  |  | X |  |  |
| <a href="#">Mojobear Capital LLC</a><br>C/O COAST ASSET MANAGEMENT, LLC<br>2450 COLORADO AVE., SUITE 100 E. TOWER<br>SANTA MONICA, CA 90404 |  | X |  |  |

**Explanation of Responses:**

1. On January 24, 2013, MMB Holdings LLC ("MMB") made an additional loan of \$66,667 to indiePub Entertainment, Inc. (f/k/a Zoo Entertainment, Inc.) ("indiePub") and its subsidiaries (collectively, the "Borrowers") pursuant to the Loan and Security Agreement entered into among the Borrowers and MMB on March 9, 2012, as amended (the "Loan Agreement"). On January 28, 2013, MMB elected to have \$288,585 in accrued and unpaid interest be capitalized into the outstanding principal balance under the Loan Agreement, effective as of December 31, 2012. Under the Loan Agreement, MMB may, at any time and from time to time, convert all or any portion of the Borrowers' obligations thereunder into shares of indiePub common stock ("Common Stock") at the conversion price of \$0.15 per share. If all of the current outstanding principal under the Loan Agreement were so converted, MMB would receive a total of 48,561,163 shares of Common Stock.
2. Currently exercisable.
3. The loans under the Loan Agreement mature on March 31, 2014, unless accelerated pursuant to the Loan Agreement.

**Remarks:**

Mojobear Capital LLC ("Mojobear") is the managing member of MMB. Mr. Smith is the sole member of Mojobear. Each of Mr. Smith, MMB and Mojobear (collectively, the "Reporting Persons") disclaims beneficial ownership of the reported securities except to the extent of his or its pecuniary interest therein. This Form 4 shall not be deemed to be an admission that any Reporting Person is the beneficial owner of any of the reported securities for purposes of Section 16 of the Securities Exchange Act of 1934, as amended ("Section 16"), or for any other purpose or that any transaction reported hereunder is subject to Section 16.

**Signatures**

/s/ David E. Smith (on behalf of himself and the other Reporting Persons)

\*\* Signature of Reporting Person

01/28/2013

Date

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

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

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**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 Number.**