

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-05-16** | Period of Report: **2013-05-14**
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REPORTING OWNER

MORGAN CHARLES D

CIK: **1179677**

Type: **4** | Act: **34** | File No.: **001-32442** | Film No.: **13852134**

Mailing Address
*3530 GILLESPIE STREET
DALLAS TX 75219*

ISSUER

INUVO, INC.

CIK: **829323** | IRS No.: **870450450** | State of Incorporation: **NV** | Fiscal Year End: **1231**
SIC: **7310** Advertising

Mailing Address
*15550 LIGHTWAVE DRIVE
THIRD FLOOR
CLEARWATER FL 33761*

Business Address
*15550 LIGHTWAVE DRIVE
THIRD FLOOR
CLEARWATER FL 33761
727-324-0046*

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

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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 MORGAN CHARLES D			2. Issuer Name and Ticker or Trading Symbol INUVO, INC. [INUV]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 05/14/2013			
3530 GILLESPIE STREET						
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)		6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person	
DALLAS, TX 75219						
(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)			
Common Stock	05/14/2013		P		13,927	A \$0.8677	1,116,242	D (L)	
Common Stock	05/15/2013		P		2,500	A \$0.89	1,118,742	D (L)	
Common Stock	05/16/2013		P		18,573	A \$0.806	1,137,315	D (L)	

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)					

Explanation of Responses:

1. The account is separately managed by Bridgehampton Capital Management LLC ("BCM") for Mr. Morgan. Mr. Morgan is a member of BCM. BCM is the advisor to the Bridgehampton Value Strategies Fund (f/k/a Multi-Strategy Fund LLC) ("Value Strategies Fund") and the sole manager of Bridgehampton Monument Fund LLC ("Monument Fund") and, together with the Value Strategies Fund, the "Funds") and the manager of an account that holds securities of the issuer owned by Mr. Morgan. The Funds separately hold securities in the issuer. Mr. Morgan has joint trading authority with respect to the securities of the issuer held by the Funds. Therefore, Mr. Morgan may be deemed to share beneficial ownership (but only partial pecuniary interest) of the securities beneficially owned by the Funds. BCM, the Funds and Mr. Kenneth Lee (the managing member of BCM) separately file their reports under Section 16 of the Securities Exchange Act of 1934, as amended.

Signatures

/s/ Charles D. Morgan

** Signature of Reporting Person

05/16/2013

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.