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

## **SCHEDULE 13G/A**

# Under the Securities Exchange Act of 1934

# (Amendment No. 3)\*

# Fluent, Inc.

(Name of Issuer)

# Common Stock, \$0.0005 par value

(Title of Class of Securities)

# 34380C102

(CUSIP Number)

## December 31, 2020

(Date of Event Which Requires Filing of this Statement)

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

- $\Box$  Rule 13d-1(b)
- $\boxtimes$  Rule 13d-1(c)
- $\Box$  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 in 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).

Page 1 of 6 Pages

CUSIP No. 34380C102

IB Capital Partners, L.P.         2.       Check the Appropriate Box if a Member of a Group (See Instructions) <ul> <li>(a) □</li> <li>(b) 図</li> </ul> 3.       SEC Use Only         4.       Critizenship or Place of Organization <ul> <li>Delaware</li> <li>5.</li> <li>Sole Voting Power:                 <ul></ul></li></ul>	1.	Name of Reporting Person				
(a) []       (b) []         3.       SEC Use Only         4.       Citizenship or Place of Organization Delaware         Number of Shares Beneficially       5.       Sole Voting Power: -0-         Number of Shares       6.       Shared Voting Power: -0-         8.       Shared Voting Power: -0-         9.       Aggregate Amount Beneficially Owned by Each Reporting Person 5,821,219         9.       Aggregate Amount Beneficially Owned by Each Reporting Person 5,821,219         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) []         11.       Percent of Class Represented by Amount in Row (9) 7.6%         12.       Type of Reporting Person (See Instructions)		JB Capital Partners, L.P.				
(b) $\boxtimes$ 3.       SEC Use Only         4.       Citizenship or Place of Organization         Delaware	2.	Check the Appropriate Box if a Member of a Group (See Instructions)				
4.       Citizenship or Place of Organization         Delaware       -0-         Number of       5.         Shares       -0-         Beneficially       6.         Owned by       5.821,219         Each       Reporting         Person With       -0-         8.       Shared Dispositive Power:         -0-       8.         Shared Dispositive Power:       -0-         -0-       8.         Shared Dispositive Power:       -0-         -0.       8.         Shared Dispositive Power:       -0-         -10.       Check if the Aggregate Amount Beneficially Owned by Each Reporting Person         5.821,219						
Delaware         Number of Shares Beneficially Owned by Each Reporting Person With       5.       Sole Voting Power: -0-         7.       Sole Dispositive Power: -0-         8.       Shared Dispositive Power: -0-         8.       Shared Dispositive Power: -0-         9.       Aggregate Amount Beneficially Owned by Each Reporting Person 5,821,219         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) 🖾         11.       Percent of Class Represented by Amount in Row (9)         12.       Type of Reporting Person (See Instructions)	3.					
Number of Shares Beneficially Owned by Each Reporting Person With       5.       Sole Voting Power: -0-         7.       Sole Dispositive Power: -0-         8.       Shared Dispositive Power: -0-         8.       Shared Dispositive Power: -0-         9.       Aggregate Amount Beneficially Owned by Each Reporting Person 5,821,219         9.       Aggregate Amount Beneficially Owned by Each Reporting Person 5,821,219         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) 🗵         11.       Percent of Class Represented by Amount in Row (9) 7.6%         12.       Type of Reporting Person (See Instructions)	4.	Citizenship or Place of Organization				
Number of Shares       -0-         Beneficially       6.       Shared Voting Power:         Owned by       5.821,219         Each       7.       Sole Dispositive Power:         Person With       -0-         8.       Shared Dispositive Power:         5.821,219       -0-         8.       Shared Dispositive Power:         5.821,219       -0-         9.       Aggregate Amount Beneficially Owned by Each Reporting Person         5.821,219       -0-         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) 🖾         11.       Percent of Class Represented by Amount in Row (9)         7.6%       -0-         12.       Type of Reporting Person (See Instructions)		Delaware				
Shares     -0-       Beneficially     6.     Shared Voting Power:       Owned by     5,821,219       Reporting     7.     Sole Dispositive Power:       Person With     -0-       8.     Shared Dispositive Power:       5,821,219     -0-       8.     Shared Dispositive Power:       5,821,219     -0-       9.     Aggregate Amount Beneficially Owned by Each Reporting Person       5,821,219     -0-       10.     Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) 🖾       11.     Percent of Class Represented by Amount in Row (9)       12.     Type of Reporting Person (See Instructions)		5.	Sole Voting Power:			
Beneficially Owned by Each Reporting Person With       6.       Shared Voting Power: 5,821,219         7.       Sole Dispositive Power: -0-         8.       Shared Dispositive Power: 5,821,219         9.       Aggregate Amount Beneficially Owned by Each Reporting Person 5,821,219         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) ⊠         11.       Percent of Class Represented by Amount in Row (9)         12.       Type of Reporting Person (See Instructions)			-0-			
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Reporting Person With       7.       Sole Dispositive Power: -0-         8.       Shared Dispositive Power: 5,821,219         9.       Aggregate Amount Beneficially Owned by Each Reporting Person 5,821,219         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) 🗵         11.       Percent of Class Represented by Amount in Row (9) 7.6%         12.       Type of Reporting Person (See Instructions)			5,821,219			
-0-       8.     Shared Dispositive Power: 5,821,219       9.     Aggregate Amount Beneficially Owned by Each Reporting Person 5,821,219       10.     Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) Image: A mount in Row (9) Excludes Certain Shares (see instructions) Image: A mount in Row (9) Excludes Certain Shares (see instructions) Image: A mount in Row (9)       11.     Percent of Class Represented by Amount in Row (9)       7.6%       12.     Type of Reporting Person (See Instructions)	Repor	rting 7.				
9.       Aggregate Amount Beneficially Owned by Each Reporting Person         5,821,219         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) ⊠         11.       Percent of Class Represented by Amount in Row (9)         7.6%         12.       Type of Reporting Person (See Instructions)	Person	With	-0-			
9.       Aggregate Amount Beneficially Owned by Each Reporting Person         5,821,219       5,821,219         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) ⊠         11.       Percent of Class Represented by Amount in Row (9)         7.6%         12.       Type of Reporting Person (See Instructions)		8.	Shared Dispositive Power:			
5,821,219         10.       Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions) ⊠         11.       Percent of Class Represented by Amount in Row (9)         7.6%         12.       Type of Reporting Person (See Instructions)			5,821,219			
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11.     Percent of Class Represented by Amount in Row (9)       7.6%       12.     Type of Reporting Person (See Instructions)		5,821,219				
7.6%       12.     Type of Reporting Person (See Instructions)	10.	Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions)				
12. Type of Reporting Person (See Instructions)	11.	Percent of Class Represented by Amount in Row (9)				
		7.6%				
	12.	Type of Reporting Person (See Instructions)				
IPN		PN				

CUSIP No. 34380C102

1.	Name of Reporting Person				
	Alan W. Weber				
2.	Check the Appropriate Box if a Member of a Group (See Instructions)				
	$\begin{array}{c c} (a) \Box \\ (b) \boxtimes \end{array}$				
3.	SEC Use Only				
4.	Citizenship or Place of Organization				
	United States				
		5.	Sole Voting Power:		
Numb Shai			-0-		
Benefi	cially	6.	Shared Voting Power:		
Owne Eac			5,821,219		
Repor	rting	7.	Sole Dispositive Power:		
Person	With		-0-		
	Γ	8.	Shared Dispositive Power:		
			5,821,219		
9.	Aggregate Amount Beneficially Owned by Each Reporting Person				
	5,821,219				
10.	Check if the Aggregate Amount in Row (9) Excludes Certain Shares (see instructions)				
11.	Percent of Class Represented by Amount in Row (9)				
	7.6%				
12.	Type of Reporting Person (See Instructions)				
	IN, HC				

# Item 1(a). Name of Issuer:

Fluent, Inc.

# Item 1(b). Address of Issuer's Principal Executive Offices:

300 Vesey Street, 9th Floor, New York, NY 10282

#### Item 2(a). Names of Persons Filing:

This statement is filed by (collectively, the "Reporting Persons"): (1) JB Capital Partners, L.P., a Delaware limited partnership; and (2) Alan W. Weber, a United States citizen.

## Item 2(b). Address of Principal Business Office or, if None, Residence:

5 Evans Place, Armonk, New York 10504

#### Item 2(c). Citizenship:

See Item 2(a)

# Item 2(d). Title of Class of Securities:

Common Stock, \$0.0005 par value per share

# Item 2(e). CUSIP Number

34380C102

# Item 3. If this Statement is Filed Pursuant to Rule 13d-1(b), or 13d-2(b) or (c), Check Whether the Person Filing is a:

Not Applicable

# Item 4. Ownership

- (i) JB Capital Partners, L.P.: (1)
  - (a) Amount beneficially owned: 5,821,219 shares
  - (b) Percent of class: 7.63%\*
  - (c) Number of shares as to which such person has:
  - (i) Sole power to vote or to direct the vote: 0 shares
  - (ii) Shared power to vote or to direct the vote: 5,821,219 shares
  - (iii) Sole power to dispose or to direct the disposition of: 0 shares
  - (iv) Shared power to dispose or to direct the disposition of: 5,821,219 shares

# (ii) Alan W. Weber: (1)

- (a) Amount beneficially owned: 5,821,219 shares
- (b) Percent of class: 7.63%\*
- (c) Number of shares as to which such person has:
  - (i) Sole power to vote or to direct the vote: 0 shares
  - (ii) Shared power to vote or to direct the vote 5,821,219 shares
  - (iii) Sole power to dispose or to direct the disposition of: 0 shares
  - (iv) Shared power to dispose or to direct the disposition of: 5,821,219 shares

\* Based on an aggregate of 76,334,834 shares of Common Stock, \$0.0005 par value per share, outstanding as of October 28, 2020 as disclosed in the Issuer's Quarterly Report on Form 10-Q, for the quarter ended September 30, 2020.

(1) Each of the Reporting Persons disclaims beneficial ownership of the securities reported herein by the other Reporting Persons and any other person named herein except to the extent of any pecuniary interest therein. Each of the Reporting Persons disclaims membership in a "group" within the meaning of Section 13(d)(3) of the Securities Exchange Act of 1934, as amended (the "Exchange Act") or Rule 13d-5(b)(1) under the Exchange Act with any other Reporting Person or other person.

#### Item 5. Ownership of Five Percent or Less of a Class.

Not Applicable.

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 or Control Person.

See Item 2 and Note (1) in Item 4.

# Item 8. Identification and Classification of Members of the Group.

See Item 2 and Note (1) in Item 4.

#### Item 9. Notice of Dissolution of Group.

Not Applicable.

# Item 10. Certifications:

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, other than activities solely in connection with a nomination under §240.14a-11.

# SIGNATURE

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

Date: February 9, 2021

JB CAPITAL PARTNERS, L.P.

By: /s/ Alan W. Weber

Name: Alan W. Weber Title: General Partner

/s/ Alan W. Weber

Alan W. Weber