

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

SCHEDULE 13D
(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT
TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO
§ 240.13d-2(a)

(Amendment No.)¹

LM Funding America, Inc.
(Name of Issuer)

Common Stock, par value \$0.001 per share
(Title of Class of Securities)

502074404
(CUSIP Number)

DAVID ELLIOT LAZAR
C/O CUSTODIAN VENTURES LLC
1185 Avenue of the Americas, Third Floor
New York, New York 10036
(646) 768-8417

SPENCER FELDMAN, ESQ.
KENNETH A. SCHLESINGER, ESQ.
OLSHAN FROME WOLOSKY LLP
1325 Avenue of the Americas
New York, New York 10019
(212) 451-2300
(Name, Address and Telephone Number of Person
Authorized to Receive Notices and Communications)

July 27, 2021
(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this Schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box .

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See § 240.13d-7 for other parties to whom copies are to be sent.

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*).

¹ 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 disclosures provided in a prior cover page.

1	NAME OF REPORTING PERSONS CUSTODIAN VENTURES LLC
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a) <input type="checkbox"/> (b) <input type="checkbox"/>
3	SEC USE ONLY
4	SOURCE OF FUNDS WC
5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>
6	CITIZENSHIP OR PLACE OF ORGANIZATION WYOMING

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	SOLE VOTING POWER - 0 -
	8	SHARED VOTING POWER 283,103
	9	SOLE DISPOSITIVE POWER - 0 -
	10	SHARED DISPOSITIVE POWER 283,103
11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 283,103	
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 5.2%	
14	TYPE OF REPORTING PERSON OO	

1	NAME OF REPORTING PERSONS DAVID ELLIOT LAZAR	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a) <input type="checkbox"/> (b) <input type="checkbox"/>	
3	SEC USE ONLY	
4	SOURCE OF FUNDS OO, PF	
5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) <input type="checkbox"/>	
6	CITIZENSHIP OR PLACE OF ORGANIZATION USA, ISRAEL	
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	SOLE VOTING POWER - 0 -
	8	SHARED VOTING POWER 283,103
	9	SOLE DISPOSITIVE POWER - 0 -
	10	SHARED DISPOSITIVE POWER 283,103
11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 283,103	
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/>	
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 5.2%	
14	TYPE OF REPORTING PERSON IN	

The following constitutes the Schedule 13D filed by the undersigned (the "Schedule 13D").

Item 1. Security and Issuer.

This statement relates to the Common Stock, par value \$0.001 per share (the "Shares"), of LM Funding America, Inc., a Delaware corporation (the "Issuer"). The address of the principal executive offices of the Issuer is 1200 West Platt Street, Suite 100, Tampa, FL 33606.

Item 2. Identity and Background.

(a) This statement is filed by:

- (i) Custodian Ventures LLC, a Wyoming limited liability company ("Custodian Ventures"); and
- (ii) David Elliot Lazar, as the sole member and Chief Executive Officer of Custodian Ventures.

Each of the foregoing is referred to as a "Reporting Person" and collectively as the "Reporting Persons." Each of the Reporting Persons is party to that certain Joint Filing Agreement, as further described in Item 6. Accordingly, the Reporting Persons are hereby filing a joint Schedule 13D.

(b) The principal business address of each of Custodian Ventures and Mr. Lazar is 1185 Avenue of the Americas, 3rd Floor, New York, New York 10036.

(c) The principal business of Custodian Ventures is assisting and providing custodial services to distressed public companies in securities and engaging in all related activities and transactions. The principal occupation of Mr. Lazar is serving as the sole member and Chief Executive Officer of Custodian Ventures.

(d) No Reporting Person has, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

(e) No Reporting Person has, during the last five years, been party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.

(f) Mr. Lazar is a citizen of the United States of America and Israel.

Item 3. Source and Amount of Funds or Other Consideration.

The Shares purchased by Custodian Ventures were purchased with working capital (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business) in open market purchases, except as otherwise noted. The aggregate purchase price of the 283,103 Shares directly beneficially owned by Custodian Ventures is approximately \$1,143,736, excluding brokerage commissions.

Item 4. Purpose of Transaction.

The Reporting Persons purchased the Shares based on the Reporting Persons' belief that the Shares, when purchased, were undervalued and represented an attractive investment opportunity. Depending upon overall market conditions, other investment opportunities available to the Reporting Persons, and the availability of Shares at prices that would make the purchase or sale of Shares desirable, the Reporting Persons may endeavor to increase or decrease their position in the Issuer through, among other things, the purchase or sale of Shares on the open market or in private transactions or otherwise, on such terms and at such times as the Reporting Persons may deem advisable.

On July 29, 2021, Custodian Ventures issued a press release (the "Press Release") announcing its ownership interest in the Issuer. The full text of the Press Release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

No Reporting Person has any present plan or proposal which would relate to or result in any of the matters set forth in subparagraphs (a) - (j) of Item 4 of Schedule 13D except as set forth herein or such as would occur upon or in connection with completion of, or following, any of the actions discussed herein. The Reporting Persons intend to review their investment in the Issuer on a continuing basis. Depending on various factors including, without limitation, the Issuer's financial position and investment strategy, the price levels of the Shares, conditions in the securities markets and general economic and industry conditions, the Reporting Persons may in the future take such actions with respect to their investment in the Issuer as they deem appropriate including, without limitation, engaging in communications with management and the Board of Directors of the Issuer, engaging in discussions with stockholders of the Issuer or other third parties about the Issuer and the Reporting Persons' investment, including potential business combinations or dispositions involving the Issuer or certain of its businesses, making recommendations or proposals to the Issuer concerning changes to the capitalization, ownership structure, board structure (including board composition), potential business combinations or dispositions involving the Issuer or certain of its businesses, or suggestions for improving the Issuer's financial and/or operational performance, purchasing additional Shares, selling some or all of their Shares, engaging in short selling of or any hedging or similar transaction with respect to the Shares, including swaps and other derivative instruments, or changing their intention with respect to any and all matters referred to in Item 4.

Item 5. Interest in Securities of the Issuer.

The aggregate percentage of Shares reported owned by each person named herein is based upon 5,414,296 Shares outstanding, which is the total number of Shares outstanding as of May 7, 2021, as reported in the Issuer's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on May 14, 2021.

A. Custodian Ventures

(a) As of the date hereof, Custodian Ventures directly beneficially owned 283,103 Shares.

Percentage: Approximately 5.2%

- (b) 1. Sole power to vote or direct vote: 0
- 2. Shared power to vote or direct vote: 283,103
- 3. Sole power to dispose or direct the disposition: 0
- 4. Shared power to dispose or direct the disposition: 283,103

(c) The transactions in the Shares by Custodian Ventures during the past sixty days are set forth in Schedule A and are incorporated herein by reference.

B. Mr. Lazar

(a) Mr. Lazar, as the sole member and Chief Executive Officer of Custodian Ventures, may be deemed the beneficial owner of the 283,103 Shares owned by Custodian Ventures.

Percentage: Approximately 5.2%

- (b) 1. Sole power to vote or direct vote: 0
- 2. Shared power to vote or direct vote: 283,103
- 3. Sole power to dispose or direct the disposition: 0
- 4. Shared power to dispose or direct the disposition: 283,103

(c) The transactions in the Shares on behalf of Custodian during the past sixty days are set forth in Schedule A and are incorporated herein by reference.

The filing of this Schedule 13D shall not be deemed an admission that the Reporting Persons are, for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended, the beneficial owners of any securities of the Issuer that he or it does not directly own. Each of the Reporting Persons specifically disclaims beneficial ownership of the securities reported herein that he or it does not directly own.

(d) No person other than the Reporting Persons is known to have the right to receive, or the power to direct the receipt of dividends from, or proceeds from the sale of, the Shares.

(e) Not applicable.

Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer.

On July 29, 2021, the Reporting Persons entered into a Joint Filing Agreement in which the Reporting Persons agreed to the joint filing on behalf of each of them of statements on Schedule 13D with respect to the securities of the Issuer to the extent required by applicable law. The Joint Filing Agreement is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Other than as described herein, there are no contracts, arrangements, understandings or relationships among the Reporting Persons, or between the Reporting Persons and any other person, with respect to the securities of the Issuer.

Item 7. Material to be Filed as Exhibits.

99.1 [Press Release, dated July 29, 2021.](#)

99.2 [Joint Filing Agreement, dated July 29, 2021.](#)

SIGNATURES

After reasonable inquiry and to the best of his knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: July 29, 2021

CUSTODIAN VENTURES LLC

By: /s/ David Elliot Lazar
Name: David Elliot Lazar
Title: Chief Executive Officer

/s/ David Elliot Lazar
David Elliot Lazar

SCHEDULE A

Transaction in the Shares During the Past Sixty Days

<u>Nature of Transaction</u>	<u>Common Stock Purchased/(Sold)</u>	<u>Price Per Share(\$)</u>	<u>Date of Purchase/Sale</u>
<u>CUSTODIAN VENTURES LLC</u>			
Sale of Common Stock	(10,000)	6.0539	07/08/2021

Sale of Common Stock	(10,000)	6.7300	07/08/2021
Sale of Common Stock	(5,000)	6.4203	07/08/2021
Sale of Common Stock	(5,000)	6.2701	07/08/2021
Sale of Common Stock	(8,000)	6.8872	07/08/2021
Purchase of Common Stock	10,000	3.9000	07/23/2021
Purchase of Common Stock	10,000	3.9900	07/23/2021
Purchase of Common Stock	10,000	3.9600	07/23/2021
Purchase of Common Stock	10,000	4.0000	07/23/2021
Purchase of Common Stock	9,000	3.9900	07/23/2021
Purchase of Common Stock	10,000	3.9178	07/23/2021
Purchase of Common Stock	10,000	4.0358	07/23/2021
Purchase of Common Stock	3,685	3.9762	07/23/2021
Purchase of Common Stock	10,000	4.0412	07/23/2021
Purchase of Common Stock	5,000	3.9784	07/23/2021
Purchase of Common Stock	5,000	4.0536	07/23/2021
Purchase of Common Stock	10,000	4.1236	07/23/2021
Purchase of Common Stock	10,000	4.1200	07/23/2021
Purchase of Common Stock	5,000	4.0500	07/23/2021
Purchase of Common Stock	5,000	4.0300	07/23/2021
Purchase of Common Stock	5,000	4.0400	07/23/2021
Purchase of Common Stock	10,000	4.0693	07/23/2021
Purchase of Common Stock	5,000	4.0600	07/23/2021
Purchase of Common Stock	5,000	4.0899	07/23/2021
Purchase of Common Stock	5,000	4.0950	07/23/2021
Purchase of Common Stock	5,000	4.0990	07/23/2021
Purchase of Common Stock	10,000	4.1164	07/23/2021
Purchase of Common Stock	10,000	4.1470	07/23/2021
Purchase of Common Stock	5,000	4.0600	07/26/2021
Purchase of Common Stock	5,000	4.0599	07/26/2021
Purchase of Common Stock	5,000	4.0713	07/26/2021
Purchase of Common Stock	5,000	4.0489	07/26/2021
Purchase of Common Stock	5,000	4.0600	07/26/2021
Purchase of Common Stock	5,000	4.0691	07/26/2021
Purchase of Common Stock	4,036	4.1071	07/26/2021
Purchase of Common Stock	5,000	4.0995	07/26/2021
Purchase of Common Stock	5,000	4.1100	07/26/2021
Purchase of Common Stock	5,000	4.0997	07/26/2021
Purchase of Common Stock	10,000	4.0900	07/26/2021
Purchase of Common Stock	8,403	4.0282	07/27/2021
Purchase of Common Stock	10,000	4.0300	07/27/2021
Purchase of Common Stock	10,000	3.9724	07/27/2021
Purchase of Common Stock	5,000	4.0070	07/27/2021

Custodian Ventures Announces 5.2% Ownership Interest in LM Funding America, Inc.

NEW YORK, July 29, 2021, Custodian Ventures LLC (together with its affiliates, “Custodian Ventures” or “we”), today filed a Schedule 13D announcing its acquisition of approximately 5.2% of the common stock outstanding of LM Funding America, Inc. (NASDAQ: LMFA) (“LMFA” or the “Company”). David E. Lazar, Chief Executive Officer of Custodian Ventures, issued the following statement:

“We invested in LMFA due to the Company’s stated intention to explore potential acquisitions, financing activities and/or strategic transactions to maximize shareholder value following the improvement of its cash position and the digital assets strategy the Company unveiled in January 2021. We commend the Board of Directors on the Company’s progress in line with this strategy to date including the announcement of both its recent purchase of \$2 million in digital assets and its intent to develop transactional capabilities involving digital assets, including Bitcoin and Ether, the native cryptocurrency of the Ethereum platform, both organically and through potential acquisitions. We will be monitoring the Company’s developments with interest.”

About Custodian Ventures

Custodian Ventures LLC is an investment fund specializing in reverse merger and other event-driven opportunities. Its Chief Executive Officer, David E. Lazar, brings domestic and international experience in operations, accounting, audit preparation, due diligence, capital restructuring, debt financing, and mergers and acquisitions.

Investor Contact Information:

David E. Lazar
David@activistinvestingllc.com

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k)(1)(iii) under the Securities Exchange Act of 1934, as amended, the persons named below agree to the joint filing on behalf of each of them of a Statement on Schedule 13D (including additional amendments thereto) with respect to the shares of Common Stock, par value \$0.001 per share, of LM Funding America, Inc., a Delaware corporation. This Joint Filing Agreement shall be filed as an Exhibit to such Statement.

Dated: July 29, 2021

CUSTODIAN VENTURES LLC

By: /s/ David Elliot Lazar
Name: David Elliot Lazar
Title: Chief Executive Officer

/s/ David Elliot Lazar
David Elliot Lazar
