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Adams Jesse Form 4	2										
August 03, 2	2007										
FORM									OMB AF	PROVAL	
	UNITED S	STATES		RITIES . shingtor			NGE C	OMMISSION	OMB Number:	3235-0287	
Check th if no long subject to Section 1 Form 4 of Form 5 obligatio may cont See Instru 1(b).	ger 5 16. 5 5 5 5 5 5 5 5 5 5 5 5 5	F CHAN Section 1 Public U	IGES IN SECU 6(a) of t	Lanuary 31Expires:2005Estimated averageburden hours perresponse0.5							
(Print or Type I	Responses)										
1. Name and A Adams Jess	Address of Reporting I e	Person <u>*</u>	Symbol	r Name an ne Holdin				5. Relationship of Issuer			
(Last)	(First) (N	/liddle)		f Earliest 7		-	1	(Check all applicable)			
	E HOLDINGS, GATEWAY PLA	CE,	(Month/E 08/01/2	Day/Year) 007				Director X Officer (give below) Vic		Owner r (specify	
SAN JOSE,	(Street) CA 95110			endment, E nth/Day/Ye	-	nal		6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M	ne Reporting Per	rson	
(City)		(Zip)	Tabl	la I. Non	Doministi	e Soom		Person	or Donoficial	w Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	-	ed Date, if	3. Transacti Code (Instr. 8) Code V	4. Secu or(A) or (Instr.	urities A Dispose 3, 4 and (A) or	cquired d of (D)	iired, Disposed of, 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	
Common Stock, par value \$0.01 per share	08/01/2007			S <u>(1)</u>	498	D		40,134	D		
Common Stock, par value \$0.01 per share	08/01/2007			S <u>(1)</u>	581	D	\$ 36.06	39,553	D		
	08/01/2007			S <u>(1)</u>	498	D	\$ 36.07	39,055	D		

Common Stock, par value \$0.01 per share						
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	300	D	\$ 36.08 38,755	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	83	D	\$ 36.11 38,672	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	266	D	\$ 36.149 38,406	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	83	D	\$ 36.19 38,323	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	249	D	\$ 36.2 38,074	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	166	D	\$ 36.25 37,908	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	963	D	\$ 36.29 36,945	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	500	D	\$ 36.32 36,445	D
	08/01/2007	S <u>(1)</u>	995	D	\$ 36.34 35,450	D

Common Stock, par value \$0.01 per share							
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	415	D	\$ 36.35	35,035	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	1,095	D	\$ 36.36	33,940	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	1,761	D	\$ 36.37	32,179	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	2,239	D	\$ 36.38	29,940	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	915	D	\$ 36.39	29,025	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	1,078	D	\$ 36.4	27,947	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	249	D	\$ 36.41	27,698	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	1,032	D	\$ 36.43	26,666	D
	08/01/2007	S <u>(1)</u>	1,478	D	\$ 36.44	25,188	D

Common Stock, par value \$0.01 per share						
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	400	D	\$ 36.45 24,788	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	666	D	\$ 36.46 24,122	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	900	D	\$ 36.47 23,222	D
Common Stock, par value \$0.01 per share	08/01/2007	S	100	D	\$ 36.48 23,122	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	200	D	\$ 36.49 22,922	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	100	D	\$ 36.51 22,822	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	400	D	\$ 36.56 22,422	D
Common Stock, par value \$0.01 per share	08/01/2007	S <u>(1)</u>	249	D	\$ 36.57 22,173	D
	08/01/2007	S <u>(1)</u>	166	D	\$ 36.58 22,007	D

Common Stock, par value \$0.01 per share

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

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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. Transactio Code (Instr. 8)	5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Secur	ınt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Adams Jesse VERIFONE HOLDINGS, INC. 2099 GATEWAY PLACE, SUITE 600 SAN JOSE, CA 95110			Vice Chairman				
Signatures							
/s/ Janelle Del Rosso, by Power of Attorney		08/03/2007					
**Signature of Reporting Person		Date					
Explanation of Respon	ses:						

* 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).

(1) The sale was effected by Mr. Adams pursuant to a Rule 10b5-1 sales plan effective as of January 3, 2007.

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.