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E COM VENTURES INC
Form SC 13G/A
January 22, 2001

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

SCHEDULE 13G/A
(AMENDMENT NO. 1)

(RULE 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO
RULES 13d-1 (b), (c) AND (d)
AND AMENDMENTS THERETO FILED PURSUANT TO RULE 13d-2 (b)

UNDER THE SECURITIES EXCHANGE ACT OF 1934

E COM VENTURES, INC.

(Name of Issuer)

COMMON STOCK

(Title of Class of Securities)

071376-60-0

(CUSIP Number)

December 31, 2000

(Date of Event which Requires Filing of this Statement)

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

[] ___ Rule 13d-1 (b)

[X] ___ Rule 13d-1 (c)

[] ___ Rule 13d-1 (d)

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CUSIP No. 071376-60-0

1. Names of Reporting Persons.

Mark A. Rice

I.R.S. Identification Nos. of above persons (entities only).

2. Check the Appropriate Box if a Member of a Group

3. SEC Use Only

4. Citizenship or Place of Organization United States

Number of Shares Beneficially Owned by Each Reporting Person With 5. Sole Voting Power 1,034,098

6. Shared Voting Power None

7. Sole Dispositive Power 1,034,098

8. Shared Dispositive Power None

9. Aggregate Amount Beneficially Owned by Each Reporting Person 1,034,098

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares

11. Percent of Class Represented by Amount in Row (9) 9.9%

12. Type of Reporting Person IN

ITEM 1(a) NAME OF ISSUER:
E Com Ventures, Inc.

ITEM 1(b) ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:
11701 N.W. 101st Road
Miami, Florida 33178

ITEM 2(a) NAME OF PERSON FILING:
Mark A. Rice

ITEM 2(b) ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE:
666 Dundee Road
Suite 1901
Northbrook, Illinois 60062

ITEM 2(c) CITIZENSHIP:

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United States

- ITEM 2(d) TITLE OF CLASS OF SECURITIES:
Common Stock
- ITEM 2(e) CUSIP NUMBER:
071376-60-0
- ITEM 3 This statement is not filed pursuant to Rule 13d-1(b), or 13d-2(b) or (c)
- ITEM 4 OWNERSHIP:
- Namax Corp., which is wholly owned by Mark A. Rice, and The dotCom Fund, LLC, of which Mark A. Rice is the sole member of the Managing Member, beneficially own 1,034,098 Common Stock shares of E Com Ventures, Inc., which represents 9.9% of aggregate outstanding shares of that class. Of the 1,034,098 Common Stock shares, Namax Corp. owns 139,648 shares and The dotCom Fund, LLC owns 641,811 shares and the following convertible notes:
- Series B in the principal amount of \$300,000;
 - Series C in the principal amount of \$1,184,000; and
 - Series D in the principal amount of \$1,740,330.
- These notes are subject to conversion limitations such that The dotCom Fund, LLC and its affiliates, which would include Mark A. Rice, can never beneficially own over 9.9%. Accordingly, the Series C and Series D notes are not convertible at this time and only \$105,266 of the Series B note is convertible. It converts into
- 252,639 shares of common stock. Mark A. Rice has sole power to vote or direct the vote of the entire holding and has sole power to dispose of or direct the disposal of the entire shareholding.
- 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:
The dotCom Fund, LLC owns more than 5% of the Common Stock shares and has the right to receive the proceeds of the sale of such shares or any dividends on such shares.
- ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY OR CONTROL PERSON:

Not applicable
- ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP:
Not applicable
- ITEM 9. NOTICE OF DISSOLUTION OF GROUP:
Not applicable
- ITEM 10. CERTIFICATION:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are

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held in the ordinary course of business and 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.

SIGNATURE

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

January 18, 2001

Date

/s/ Mark A. Rice

Mark A. Rice