

IMMERSION CORP

Form 4

August 01, 2014

**FORM 4**
**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
RIMA SENVEST MANAGEMENT,  
L.L.C.

(Last) (First) (Middle)

540 MADISON AVENUE, 32ND  
FLOOR

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
IMMERSION CORP [IMMR]

3. Date of Earliest Transaction  
(Month/Day/Year)

03/08/2013

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_X\_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_ Form filed by One Reporting Person  
\_\_X\_\_ Form filed by More than One Reporting  
Person

**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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Common Shares	03/08/2013	03/13/2013	P		547	A	\$ 9.01	405,700	I <sup>(1)</sup> See Footnote <sup>(1)</sup>
Common Shares	03/08/2013	03/13/2013	P		1,889	A	\$ 9.21	407,589	I <sup>(1)</sup> See Footnote <sup>(1)</sup>
Common Shares	03/08/2013	03/13/2013	P		2,082	A	\$ 9.21	409,671	I <sup>(1)</sup> See Footnote <sup>(1)</sup>
Common Shares	03/08/2013	03/13/2013	P		1,585	A	\$ 9.21	411,256	I <sup>(1)</sup> See Footnote

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									<u>(1)</u>
Common Shares	03/08/2013	03/13/2013	P	3,478	A	\$ 9.5	414,734	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	03/08/2013	03/13/2013	P	3,721	A	\$ 9.5	418,455	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	03/08/2013	03/13/2013	P	2,833	A	\$ 9.5	421,288	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	03/11/2013	03/14/2013	P	450	A	\$ 9.39	421,738	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	03/18/2013	03/21/2013	P	293	A	\$ 10.24	422,031	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	03/18/2013	03/21/2013	P	23	A	\$ 10.25	422,054	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	03/18/2013	03/21/2013	P	3,450	A	\$ 10.41	425,504	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	04/03/2013	04/08/2013	P	1,592	A	\$ 10.4	427,096	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	04/19/2013	04/24/2013	X	565	A	\$ 7.5	427,661	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	04/19/2013	04/24/2013	X	428	A	\$ 7.5	428,089	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	04/19/2013	04/24/2013	X	1,908	A	\$ 10	429,997	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	04/19/2013	04/24/2013	X	2,509	A	\$ 10	432,506	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	04/19/2013	04/24/2013	P	346	A	\$ 10.19	432,852	I <u>(1)</u>	See Footnote <u>(1)</u>
Common Shares	04/19/2013	04/24/2013	P	175	A	\$ 10.19	433,027	I <u>(1)</u>	See Footnote <u>(1)</u>

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Common Shares	04/22/2013	04/25/2013	P	339	A	\$ 9.77	433,335	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	04/22/2013	04/25/2013	P	171	A	\$ 9.77	433,506	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/10/2013	05/15/2013	S	1,556	D	\$ 13.85	431,950	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/14/2013	05/17/2013	S	589	D	\$ 14.43	431,361	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/14/2013	05/17/2013	S	451	D	\$ 14.43	430,910	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/15/2013	05/20/2013	S	223	D	\$ 14.02	430,687	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/15/2013	05/20/2013	S	171	D	\$ 14.02	430,516	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/16/2013	05/21/2013	S	710	D	\$ 14.17	429,806	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/16/2013	05/21/2013	S	544	D	\$ 14.17	429,262	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/17/2013	05/22/2013	X	3,851	A	\$ 7.5	433,113	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/17/2013	05/22/2013	X	856	A	\$ 10	433,969	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>
Common Shares	05/17/2013	05/22/2013	X	5,025	A	\$ 7.5	438,994	I <sup>(1)</sup>	See Footnote <sup>(1)</sup>

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

**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 control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

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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 Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reported Transaction (Instr. 6)	
				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
RIMA SENVEST MANAGEMENT, L.L.C. 540 MADISON AVENUE 32ND FLOOR NEW YORK, NY 10022		X		
MASHAAL RICHARD R C/O RIMA SENVEST MANAGEMENT, L.L.C. 540 MADISON AVENUE, 32ND FLOOR NEW YORK, NY 10022		X		

## Signatures

RIMA Senvest Management, L.L.C. By: /s/ Richard R. Mashaal, Managing Member

08/01/2014

          \*\*Signature of Reporting Person

Date \_\_\_\_\_

/s/ Richard R. Mashaal

08/01/2014

          \*\*Signature of Reporting Person

Date \_\_\_\_\_

### Explanation of Responses:

- \* 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) These securities are held in the accounts of several investment partnerships and investment funds (collectively, the "Investment Vehicles") for which RIMA Senvest Management, L.L.C. ("RIMA") serves as investment manager or general partner. Richard Mashaal is the managing member of RIMA. RIMA and Mr. Mashaal may be deemed to beneficially own the securities held by the Investment Vehicles by virtue of RIMA's position as investment manager or general partner of the Investment Vehicles and Mr. Mashaal's status as the managing member of RIMA.

**Remarks:**

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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.

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