

VeriFone Holdings, Inc.
Form 4
February 05, 2007

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

OMB APPROVAL
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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Adams Jesse

(Last) (First) (Middle)

2. Issuer Name and Ticker or Trading Symbol
VeriFone Holdings, Inc. [PAY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

VERIFONE HOLDINGS, INC, 2099
GATEWAY PLACE, SUITE 600

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
02/01/2007

____ Director
 Officer (give title below)
____ 10% Owner
____ Other (specify below)
Vice Chairman

SAN JOSE, CA 95110

(City) (State) (Zip)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ 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 Indirect Ownership (Instr. 4) | | |
|--|--------------------------------------|--|--------------------------------|---|---|--|--|--------|---|
| | | | Code | V | Amount | (D) | Price | | |
| Common Stock, par value \$0.01 per share | 02/01/2007 | | S ⁽¹⁾ | | 758 | D | \$ 40.25 | 81,618 | D |
| Common Stock, par value \$0.01 per share | 02/01/2007 | | S ⁽¹⁾ | | 530 | D | \$ 40.26 | 81,088 | D |
| Common Stock, par | 02/01/2007 | | S ⁽¹⁾ | | 712 | D | \$ 40.27 | 80,376 | D |

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| | | | | | | | | |
|--|------------|------------------------|-------|---|--------------|--------|--|---|
| value \$0.01 per share | | | | | | | | |
| Common Stock, par value \$0.01 per share | 02/01/2007 | <u>S⁽¹⁾</u> | 316 | D | \$ 40.28 | 80,060 | | D |
| Common Stock, par value \$0.01 per share | 02/01/2007 | <u>S⁽¹⁾</u> | 1,265 | D | \$ 40.29 | 78,795 | | D |
| Common Stock, par value \$0.01 per share | 02/01/2007 | <u>S⁽¹⁾</u> | 40 | D | \$ 40.3 | 78,755 | | D |
| Common Stock, par value \$0.01 per share | 02/01/2007 | <u>S⁽¹⁾</u> | 24 | D | \$ 40.305 | 78,731 | | D |
| Common Stock, par value \$0.01 per share | 02/01/2007 | <u>S⁽¹⁾</u> | 712 | D | \$ 40.31 | 78,019 | | D |
| Common Stock, par value \$0.01 per share | 02/01/2007 | <u>S⁽¹⁾</u> | 119 | D | \$ 40.319 | 77,900 | | D |
| Common Stock, par value \$0.01 per share | 02/01/2007 | <u>S⁽¹⁾</u> | 738 | D | \$ 40.32 | 77,162 | | D |
| Common Stock, par value \$0.01 per share | 02/01/2007 | <u>S⁽¹⁾</u> | 923 | D | \$ 40.33 | 76,239 | | D |
| Common Stock, par value | 02/01/2007 | <u>S⁽¹⁾</u> | 79 | D | \$ 40.339 | 76,160 | | D |

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| | | | | | | | |
|-------------------------|------------|------------------|-----|---|-----------|--------|---|
| \$0.01 per share | | | | | | | |
| Common Stock, par value | 02/01/2007 | S ⁽¹⁾ | 158 | D | \$ 40.34 | 76,002 | D |
| \$0.01 per share | | | | | | | |
| Common Stock, par value | 02/01/2007 | S ⁽¹⁾ | 79 | D | \$ 40.349 | 75,923 | D |
| \$0.01 per share | | | | | | | |
| Common Stock, par value | 02/01/2007 | S ⁽¹⁾ | 806 | D | \$ 40.35 | 75,117 | D |
| \$0.01 per share | | | | | | | |
| Common Stock, par value | 02/01/2007 | S ⁽¹⁾ | 158 | D | \$ 40.36 | 74,959 | D |
| \$0.01 per share | | | | | | | |
| Common Stock, par value | 02/01/2007 | S ⁽¹⁾ | 79 | D | \$ 40.419 | 74,880 | D |
| \$0.01 per share | | | | | | | |
| Common Stock, par value | 02/01/2007 | S ⁽¹⁾ | 9 | D | \$ 40.42 | 74,871 | D |
| \$0.01 per share | | | | | | | |
| Common Stock, par value | 02/01/2007 | S ⁽¹⁾ | 196 | D | \$ 40.43 | 74,675 | D |
| \$0.01 per share | | | | | | | |
| Common Stock, par value | 02/01/2007 | S ⁽¹⁾ | 72 | D | \$ 40.439 | 74,603 | D |
| \$0.01 per share | | | | | | | |

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

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(9-02)

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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. 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 Reporting 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 |
| 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
 02/03/2007
 **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) The sale was effected by Mr. Adams pursuant to a Rule 10b5-1 sales plan effective as of January 3, 2007.

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.