Dames Brian J Form 3 January 30, 2013

FORM 3

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

OMB APPROVAL

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INITIAL STATEMENT OF 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 2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Person * Statement HARTE HANKS INC [HHS] Dames Brian J (Month/Day/Year) 01/29/2013 (Last) (First) (Middle) 4. Relationship of Reporting 5. If Amendment, Date Original Person(s) to Issuer Filed(Month/Day/Year) 9601 MCALLISTER (Check all applicable) FREEWAY, SUITE 610 (Street) 6. Individual or Joint/Group 10% Owner Director _X__ Officer _ Other Filing(Check Applicable Line) (give title below) (specify below) _X_ Form filed by One Reporting Vice President Person SAN ANTONIO, TXÂ 78216 Form filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Beneficially Owned 4. Nature of Indirect Beneficial 1. Title of Security 2. Amount of Securities Beneficially Owned Ownership Ownership (Instr. 4) (Instr. 5) (Instr. 4) Form: Direct (D) or Indirect (I) (Instr. 5) Â 17,220 (1) Common Stock D Reminder: Report on a separate line for each class of securities beneficially SEC 1473 (7-02) 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.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	•		4. Conversion or Exercise Price of	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)
		(Instr. 4) Title	Derivative	Security:	(msu. 5)
			Security	Direct (D)	

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	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Stock option (right to buy)	07/30/2012	07/30/2017	Common Stock	3,000	\$ 26.07	D	Â
Stock option (right to buy)	(2)	02/05/2018	Common Stock	5,000	\$ 15.9	D	Â
Stock option (right to buy)	(3)	02/05/2019	Common Stock	10,000	\$ 6.04	D	Â
Stock option (right to buy)	(4)	02/05/2020	Common Stock	20,000	\$ 11.9	D	Â
Stock option (right to buy)	(5)	02/05/2021	Common Stock	5,000	\$ 12.31	D	Â
Stock option (right to buy)	(6)	08/30/2021	Common Stock	30,000	\$ 8.14	D	Â
Stock option (right to buy)	(7)	02/05/2022	Common Stock	20,000	\$ 9.91	D	Â
Stock option (right to buy)	(8)	09/18/2022	Common Stock	60,000	\$ 7.25	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships				
	Director	10% Owner	Officer	Other	
Dames Brian J 9601 MCALLISTER FREEWAY SUITE 610	Â	Â	Vice President	Â	
SAN ANTONIO, TX 78216					

Signatures

/s/ Robert L. R. Munden, Power of Attorney 01/30/2013

**Signature of Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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).

Date

- (1) $\frac{16,000}{2/5/2015}$ of such shares are subject to vesting, and vest as follows: 7,333 shares on $\frac{2}{5}/2013$, 5,333 shares on $\frac{2}{5}/2014$ and 3,334 on $\frac{2}{5}/2015$.
- (2) 3,750 shares are currently vested and exercisable, and 1,250 shares vest and become exercisable on 2/5/2013.
- (3) 5,000 shares are currently vested and exercisable, and 2,500 shares vest and become exercisable on each of 2/5/2013 and 2/5/2014.
- (4) 5,000 shares are currently vested and exercisable, and 5,000 shares vest and become exercisable on each of 2/5/2013, 2/5/2014 and 2/5/2015.

(5)

Reporting Owners 2

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- 1,250 shares are currently vested and exercisable, and 1,250 shares vest and become exercisable on each of 2/5/2013, 2/5/2014 and 2/5/2015.
- (6) 7,500 shares are currently vested and exercisable, and 7,500 shares vest and become exercisable on each of 8/30/2013, 8/30/2014 and 8/30/2015.
- (7) 5,000 shares vest and become exercisable on each of 2/5/2013, 2/5/2014, 2/5/2015 and 2/5/2016.
- (8) 15,000 shares vest and become exercisable on each of 9/18/2013, 9/18/2014, 9/18/2015 and 9/18/2016.

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.