

VeriFone Holdings, Inc.
Form 4
August 14, 2007

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

OMB APPROVAL

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

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)

VERIFONE HOLDINGS, INC., 2099 GATEWAY PLACE, SUITE 600

(Street)

SAN JOSE, CA 95110

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
08/10/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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 Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock, par value \$0.01 per share	08/10/2007		S ⁽¹⁾	1,900 D	\$ 38.84	11,107	D
Common Stock, par value \$0.01 per share	08/10/2007		S ⁽¹⁾	400 D	\$ 38.86	10,707	D
	08/10/2007		S ⁽¹⁾	100 D		10,607	D

Edgar Filing: VeriFone Holdings, Inc. - Form 4

Common Stock, par value \$0.01 per share					\$ 38.868		
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	700	D	\$ 38.88	9,907	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 38.889	9,807	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 38.898	9,707	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	1,400	D	\$ 38.9	8,307	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 38.91	8,207	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	400	D	\$ 38.92	7,807	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	800	D	\$ 38.93	7,007	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 38.976	6,907	D
	08/10/2007	<u>S(1)</u>	800	D	\$ 38.98	6,107	D

Edgar Filing: VeriFone Holdings, Inc. - Form 4

Common Stock, par value \$0.01 per share							
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	400	D	\$ 38.99	5,707	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	800	D	\$ 39.02	4,907	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	900	D	\$ 39.03	4,007	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	500	D	\$ 39.04	3,507	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	500	D	\$ 39.05	3,007	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	100	D	\$ 39.07	2,907	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	400	D	\$ 39.08	2,507	D
Common Stock, par value \$0.01 per share	08/10/2007	<u>S(1)</u>	400	D	\$ 39.09	2,107	D
	08/10/2007	<u>S(1)</u>	100	D	\$ 39.1	2,007	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.

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)

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
Date: 08/13/2007

**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.

Edgar Filing: VeriFone Holdings, Inc. - Form 4

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.