

VeriFone Holdings, Inc.
Form 4
March 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 *
Atkinson William George

(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)
03/01/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
X Officer (give title below) ___ Other (specify below)
EVP, Payment Systems

6. Individual or Joint/Group Filing(Check Applicable Line)
X 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 | | | |
| | | | | Code | V | Amount | | |
| Common Stock, par value \$0.01 per share | 03/01/2007 | | M | 6,500 | A | \$ 3.05 | 136,581 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | | M | 1,500 | A | \$ 3.05 | 138,081 | D |
| | 03/01/2007 | | S ⁽¹⁾ | 167 | D | \$ 37.23 | 137,914 | D |

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|--|------------|-------------|-----|---|--------------|---------|---|
| Common Stock, par value \$0.01 per share | | | | | | | |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 38 | D | \$ 37.369 | 137,876 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 89 | D | \$ 37.37 | 137,787 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 77 | D | \$ 37.71 | 137,710 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 82 | D | \$ 37.72 | 137,628 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 96 | D | \$ 37.75 | 137,532 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 51 | D | \$ 37.8 | 137,481 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 51 | D | \$ 37.939 | 137,430 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 230 | D | \$ 38.01 | 137,200 | D |
| | 03/01/2007 | <u>S(1)</u> | 77 | D | \$ 38.03 | 137,123 | D |

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|--|------------|-------------|-----|---|--------------|---------|---|
| Common Stock, par value \$0.01 per share | | | | | | | |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 25 | D | \$ 38.04 | 137,098 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 179 | D | \$ 38.079 | 136,919 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 179 | D | \$ 38.08 | 136,740 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 25 | D | \$ 38.089 | 136,715 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 51 | D | \$ 38.09 | 136,664 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 102 | D | \$ 38.1 | 136,562 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 128 | D | \$ 38.12 | 136,434 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 230 | D | \$ 38.15 | 136,204 | D |
| | 03/01/2007 | <u>S(1)</u> | 51 | D | \$ 38.16 | 136,153 | D |

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|--|------------|-------------|-----|---|----------|---------|---|
| Common Stock, par value \$0.01 per share | | | | | | | |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 102 | D | \$ 38.18 | 136,051 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 102 | D | \$ 38.22 | 135,949 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 89 | D | \$ 38.25 | 135,860 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 128 | D | \$ 38.32 | 135,732 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 64 | D | \$ 38.33 | 135,668 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 204 | D | \$ 38.34 | 135,464 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 102 | D | \$ 38.35 | 135,362 | D |
| Common Stock, par value \$0.01 per share | 03/01/2007 | <u>S(1)</u> | 179 | D | \$ 38.36 | 135,183 | D |
| | 03/01/2007 | <u>S(1)</u> | 76 | D | \$ 38.37 | 135,107 | 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.

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(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. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Employee Stock Option (right to buy) | \$ 3.05 | 03/01/2007 | | M | 6,500 | ⁽²⁾ 05/01/2013 | Common Stock, par value \$0.01 per share | 6,500 |
| Employee Stock Option (right to buy) | \$ 10 | 03/01/2007 | | M | 1,500 | ⁽³⁾ 04/29/2012 | Common Stock, par value \$0.01 per share | 1,500 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Atkinson William George VERIFONE HOLDINGS, INC. 2099 GATEWAY, PLACE, SUITE 600 SAN JOSE, CA 95110 | | | EVP, Payment Systems | |

Signatures

/s/ Janelle Del Rosso, by Power of
Attorney

03/02/2007

__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. Atkinson pursuant to a Rule 10b5-1 sales plan effective as of September 30, 2005.
 - (2) 20% of this stock option became exercisable on July 1, 2003, and an additional 5% of this stock option becomes exercisable at the end of each subsequent three month period.
 - (3) 25% of the stock option became exercisable on May 1, 2006. The remaining portion of the stock options vests pro rata quarterly over the three years thereafter (with such vesting to occur on August 1, November 1, February 1 and May 1 of each year).

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