

Brown Sanford C  
Form 4  
March 15, 2010

**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 \*  
Brown Sanford C

2. Issuer Name and Ticker or Trading Symbol  
HEARTLAND PAYMENT SYSTEMS INC [HPY]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)  
  
\_\_\_\_ Director      \_\_\_\_ 10% Owner  
 Officer (give title below)      \_\_\_\_ Other (specify below)  
Chief Sales Officer

(Last)      (First)      (Middle)  
  
C/O HEARTLAND PAYMENT SYSTEMS, INC., 90 NASSAU STREET  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/11/2010

PRINCETON, NJ 08542

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

(City)      (State)      (Zip)

**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) |   |
|---|--------------------------------------|--|--------------------------------|---|---|--|--|---|
|   |                                      |  |                                | (A) or (D)  | Price   |  |  |   |
|   |                                      |  |                                | Code  | V   | Amount   |  |   |
| Common Stock, par value \$0.001 per share | 03/11/2010                           |  | M                              | 26,999  | A   | \$ 9.8   | 41,369                                     | D |
| Common Stock, par value \$0.001 per share | 03/11/2010                           |  | F                              | 19,011  | D   | \$ 17.54   | 22,358                                     | D |

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Common  
Stock, par  
value 03/11/2010 M 7,015 A \$ 9.8 29,373 D  
\$0.001 per  
share

Common  
Stock, par  
value 03/11/2010 F 3,919 D \$ 17.54 25,454 D  
\$0.001 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.**

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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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title   |                            |
| Stock Options (right to buy)               | \$ 9.8   | 03/11/2010                           |  | M                              | 26,999  | 04/01/2005 04/01/2010                                    | Common Stock  | 26,999                     |
| Stock Options (right to buy)               | \$ 9.8   | 03/11/2010                           |  | M                              | 7,015   | 04/01/2005 04/01/2010                                    | Common Stock  | 7,015                      |

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

Brown Sanford C  
C/O HEARTLAND PAYMENT SYSTEMS, INC.  
90 NASSAU STREET

Chief Sales Officer

PRINCETON, NJ 08542

## Signatures

/s/ Sanford C.

03/15/2010

Brown

\_\_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).

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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