

Adams Jesse
Form 4
August 03, 2007

FORM 4

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

OMB APPROVAL

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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)
08/01/2007

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)
Vice Chairman

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)	
			Code	V	Amount	(A) or (D)	Price	
Common Stock, par value \$0.01 per share	08/01/2007		M ⁽¹⁾		12,500	A	\$ 10 83,110	D
Common Stock, par value \$0.01 per share	08/01/2007		S ⁽¹⁾		415	D	\$ 35.05 82,695	D
	08/01/2007		S ⁽¹⁾		205	D	\$ 35.2 82,490	D

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Common Stock, par value \$0.01 per share							
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	166	D	\$ 35.22	82,324	D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	332	D	\$ 35.23	81,992	D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	166	D	\$ 35.25	81,826	D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	332	D	\$ 35.31	81,494	D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	829	D	\$ 35.34	80,665	D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	83	D	\$ 35.345	80,582	D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	1,161	D	\$ 35.36	79,421	D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	1,908	D	\$ 35.37	77,513	D
	08/01/2007	<u>S(1)</u>	83	D		77,430	D

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Common Stock, par value \$0.01 per share					\$			
					35.375			
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	1,576	D	\$ 35.38	75,854		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	2,903	D	\$ 35.39	72,951		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	2,239	D	\$ 35.4	70,712		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	663	D	\$ 35.44	70,049		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	83	D	\$ 35.45	69,966		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	1,327	D	\$ 35.46	68,639		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	83	D	\$ 35.47	68,556		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	249	D	\$			
					35.475	68,307		D
	08/01/2007	<u>S(1)</u>	1,576	D	\$ 35.51	66,731		D

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Common Stock, par value \$0.01 per share								
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	83	D	\$ 35.535	66,648		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	1,576	D	\$ 35.55	65,072		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	1,346	D	\$ 35.57	63,726		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	1,212	D	\$ 35.58	62,514		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	746	D	\$ 35.59	61,768		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	166	D	\$ 35.595	61,602		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	2,144	D	\$ 35.6	59,458		D
Common Stock, par value \$0.01 per share	08/01/2007	<u>S(1)</u>	1,312	D	\$ 35.61	58,146		D

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 28.86	08/01/2007		M	12,500	⁽²⁾ 03/22/2013	Common Stock, par value \$0.01 per share 12,500

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 08/03/2007

**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.
- (2) 25% of the stock option became exercisable on March 22, 2007. The remaining portion of the stock options vests pro rata quarterly over the three years thereafter (with such vesting to occur on June 22, September 22, December 22 and March 22 of each year).

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.