

CARR ROBERT O  
Form 4  
May 23, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
CARR ROBERT O

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
05/21/2012

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman of the Board and CEO

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

(Street)

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

PRINCETON, NJ 08542

(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 Beneficial Ownership (Instr. 4) |            |        |   |  |
|-------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|------------|--------|---|--|
|                                           |                                      |                                                    |                                | Code                                                              | V                                                                                             | Amount                                                   | (A) or (D)                                            | Price      |        |   |  |
| Common Stock, par value \$0.001 per share | 05/21/2012                           |                                                    | M                              |                                                                   | 33,524                                                                                        | A                                                        |                                                       | \$ 8.88    | 68,459 | D |  |
| Common Stock, par value \$0.001 per share | 05/21/2012                           |                                                    | S <sup>(1)</sup>               |                                                                   | 16,656                                                                                        | D                                                        |                                                       | \$ 28.6728 | 51,803 | D |  |

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|                               |            |                         |        |   |                             |        |              |
|-------------------------------|------------|-------------------------|--------|---|-----------------------------|--------|--------------|
| Common<br>Stock, par<br>value | 05/21/2012 | <u>S</u> <sup>(1)</sup> | 19,956 | D | \$<br>29.2932<br><u>(3)</u> | 31,847 | D            |
| \$0.001 per<br>share          |            |                         |        |   |                             |        |              |
| Common<br>Stock, par<br>value | 05/22/2012 | M                       | 37,918 | A | \$ 8.88                     | 69,765 | D            |
| \$0.001 per<br>share          |            |                         |        |   |                             |        |              |
| Common<br>Stock, par<br>value | 05/22/2012 | <u>S</u> <sup>(1)</sup> | 37,918 | D | \$<br>29.2648<br><u>(4)</u> | 31,847 | D            |
| \$0.001 per<br>share          |            |                         |        |   |                             |        |              |
| Common<br>Stock, par<br>value | 05/23/2012 | A                       | 21,575 | A | \$ 8.88                     | 53,422 | D            |
| \$0.001 per<br>share          |            |                         |        |   |                             |        |              |
| Common<br>Stock, par<br>value | 05/23/2012 | <u>S</u> <sup>(1)</sup> | 21,575 | D | \$<br>28.7643<br><u>(5)</u> | 31,847 | D <u>(6)</u> |
| \$0.001 per<br>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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8               |                                     |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|-----------------|-------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                      | V (A) (D)                                                                                                    | Date<br>Exercisable                                            | Expiration<br>Date                                                  | Title           | Amount<br>or<br>Number<br>of Shares |
| Stock<br>Option                                     | \$ 8.88                                                            | 05/21/2012                              |                                                             | M                         | 33,524                                                                                                       | <u>(7)</u>                                                     | 05/11/2014                                                          | Common<br>Stock | 33,524                              |

(right to buy)

|                             |         |            |   |        |     |            |              |        |
|-----------------------------|---------|------------|---|--------|-----|------------|--------------|--------|
| Stock Option (right to buy) | \$ 8.88 | 05/22/2012 | M | 37,918 | (7) | 05/11/2014 | Common Stock | 37,918 |
|-----------------------------|---------|------------|---|--------|-----|------------|--------------|--------|

|                             |         |            |   |        |     |            |              |        |
|-----------------------------|---------|------------|---|--------|-----|------------|--------------|--------|
| Stock Option (right to buy) | \$ 8.88 | 05/23/2012 | M | 21,575 | (7) | 05/11/2014 | Common Stock | 21,575 |
|-----------------------------|---------|------------|---|--------|-----|------------|--------------|--------|

## Reporting Owners

| Reporting Owner Name / Address                                                                  | Relationships |           |                               |       |
|-------------------------------------------------------------------------------------------------|---------------|-----------|-------------------------------|-------|
|                                                                                                 | Director      | 10% Owner | Officer                       | Other |
| CARR ROBERT O<br>C/O HEARTLAND PAYMENT SYSTEMS, INC.<br>90 NASSAU STREET<br>PRINCETON, NJ 08542 | X             |           | Chairman of the Board and CEO |       |

## Signatures

/s/ Charles H.N. Kallenbach,  
attorney-in-fact

05/23/2012

\_\_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 sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 9, 2012.  
This price is the weighted average price of the 16,656 shares sold. The prices actually paid for the shares of the Common Stock of Heartland Payment Systems, Inc. (the "Issuer") sold ranged from \$28.10 to \$29.09. The reporting person will provide to the Issuer, any security holder of the Issuer or the SEC Staff, upon request, information regarding the number of shares sold at each price within the range of prices actually paid.
- (2) This price is the weighted average price of the 19,956 shares of the Issuer's common stock sold. The prices actually paid for the shares of the Issuer's common stock sold ranged from \$29.10 to \$29.45. The reporting person will provide to the Issuer, any security holder of the Issuer or the SEC Staff, upon request, information regarding the number of shares sold at each price within the range of prices actually paid.
- (3) This price is the weighted average price of the 37,918 shares of the Issuer's common stock sold. The prices actually paid for the shares of the Issuer's common stock sold ranged from \$28.97 to \$29.60. The reporting person will provide to the Issuer, any security holder of the Issuer or the SEC Staff, upon request, information regarding the number of shares sold at each price within the range of prices actually paid.
- (4) This price is the weighted average price of the 21,575 shares of the Issuer's common stock sold. The prices actually paid for the shares of the Issuer's common stock sold ranged from \$28.51 to \$29.07. The reporting person will provide to the Issuer, any security holder of the Issuer or the SEC Staff, upon request, information regarding the number of shares sold at each price within the range of prices actually paid.
- (5) The reporting person's indirect beneficial ownership consists of 108,487 shares of the Issuer's common stock held by The Robert O. Carr 2000 Irrevocable Trust for Emily Carr. The reporting person disclaims beneficial ownership of the Issuer's common stock held by The Robert O. Carr 2000 Irrevocable Trust for Emily Carr. This report shall not be deemed an admission that the reporting person is the

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beneficial owner of the shares of the Issuer's common stock for purposes of Section 16 or for any other purpose.

- (7) On May 11, 2009, the stock options were granted with vesting in four equal installments over a four year period. As of the date of this filing, 348,750 of the stock options have vested and 116,250 stock options remain unvested.

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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