

HEARTLAND PAYMENT SYSTEMS INC  
 Form 4  
 September 08, 2014

**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 \*  
 BALDWIN ROBERT H B JR

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

3. Date of Earliest Transaction (Month/Day/Year)  
 09/04/2014

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

(Street)  
 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                                                                                         |                                                          |                                            |
| Common Stock, par value \$0.001 per share | 09/04/2014                           |                                                    | M                              | 17,500                                                            | A                                                                                             | \$ 15.22                                                 | 557,984 D <sup>(1)</sup>                   |
| Common Stock, par value \$0.001 per share | 09/04/2014                           |                                                    | S                              | 17,500                                                            | D                                                                                             | \$ 48.05 <sub>(2)</sub>                                  | 540,484 D <sup>(1)</sup>                   |

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|                                           |            |   |       |   |                         |         |                  |
|-------------------------------------------|------------|---|-------|---|-------------------------|---------|------------------|
| Common Stock, par value \$0.001 per share | 09/05/2014 | M | 7,500 | A | \$ 15.22                | 547,984 | D <sup>(1)</sup> |
| Common Stock, par value \$0.001 per share | 09/05/2014 | S | 7,500 | D | \$ 48.5                 | 540,484 | D <sup>(1)</sup> |
| Common Stock, par value \$0.001 per share | 09/08/2014 | M | 1,908 | A | \$ 15.22                | 542,392 | D <sup>(1)</sup> |
| Common Stock, par value \$0.001 per share | 09/08/2014 | S | 1,908 | D | \$ 49.02 <sup>(3)</sup> | 540,484 | D <sup>(1)</sup> |

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) | 8. Amount or Number of Shares |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------|
| Common Stock                               | \$ 15.22                                               | 09/04/2014                           |                                                    | M                              | 17,500                                                                                  | <sup>(4)</sup> 07/22/2015                                | Stock Option (right to buy)                                   | 17,500                        |
| Common Stock                               | \$ 15.22                                               | 09/05/2014                           |                                                    | M                              | 7,500                                                                                   | <sup>(4)</sup> 07/22/2015                                | Stock Option (right                                           | 7,500                         |

