

HEARTLAND PAYMENT SYSTEMS INC  
 Form 4  
 March 04, 2015

**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)

3. Date of Earliest Transaction (Month/Day/Year)  
 03/01/2015

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

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 Ownership (Instr. 4) |   |
|---|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|---|
|   |                                      |  |                                | (A) or (D)  | Price   |  |                                   |   |
|   |                                      |  |                                | Code  | V   | Amount   |                                   |   |
| Common Stock, par value \$0.001 per share | 03/01/2015                           |  | M                              | 15,000  | A   | \$ 0   | 536,390 <sup>(1)</sup>            | D |
| Common Stock, par value \$0.001 per share | 03/01/2015                           |  | F <sup>(2)</sup>               | 7,793   | D   | \$ 0   | 528,597 <sup>(1)</sup>            | D |

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|   |            |                  |        |   |      |                        |   |
|---|------------|------------------|--------|---|------|------------------------|---|
| Common<br>Stock, par<br>value<br>\$0.001 per<br>share | 03/01/2015 | M                | 23,886 | A | \$ 0 | 552,483 <sup>(1)</sup> | D |
| Common<br>Stock, par<br>value<br>\$0.001 per<br>share | 03/01/2015 | F <sup>(2)</sup> | 12,409 | D | \$ 0 | 540,074 <sup>(1)</sup> | D |
| Common<br>Stock, par<br>value<br>\$0.001 per<br>share | 03/01/2015 | M                | 1,225  | A | \$ 0 | 541,299 <sup>(1)</sup> | D |
| Common<br>Stock, par<br>value<br>\$0.001 per<br>share | 03/01/2015 | F <sup>(2)</sup> | 637    | D | \$ 0 | 540,662 <sup>(1)</sup> | D |

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<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. Transaction<br>Code<br>(Instr. 8) | 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. Amount<br>or<br>Number<br>of<br>Shares |        |
|---|--|---|---|--------------------------------------|--|--|---|---|--------|
|   |  |   |   | Code                                 | V (A) (D)  | Date<br>Exercisable  | Expiration<br>Date  | Title                                     |        |
| Restricted<br>Stock<br>Units                        | <sup>(3)</sup>   | 03/01/2015                              |   | M <sup>(4)</sup>                     | 15,000   | <sup>(5)</sup>   | <sup>(5)</sup>  | Common<br>Stock                           | 15,000 |
| Restricted<br>Stock Unit                            | <sup>(3)</sup>   | 03/01/2015                              |   | M <sup>(6)</sup>                     | 23,886   | <sup>(7)</sup>   | <sup>(7)</sup>  | Common<br>Stock                           | 23,886 |
| Restricted<br>Stock                                 | <sup>(3)</sup>   | 03/01/2015                              |   | M <sup>(8)</sup>                     | 1,225  | <sup>(9)</sup>   | <sup>(9)</sup>  | Common<br>Stock                           | 1,225  |



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by 1.31%.

The resulting CAGR for the two-year period ending December 31, 2014 described in footnote (8) above was below target performance.

- (9) As a result, the underlying performance shares granted on December 10, 2012 was decreased and 23.2% of the PSUs were earned; 50% of the earned PSUs (11.6%) vested on March 1, 2015 and the remaining 50% of the earned PSUs (11.6%) will vest on March 1, 2016 subject to continued employment with the Issuer and certain change in control provisions.

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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