

HEARTLAND PAYMENT SYSTEMS INC
 Form 4
 August 08, 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 *
TERRELL BROOKS L

(Last) (First) (Middle)

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

(Street)

PRINCETON, NJ 08542

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
 08/06/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
 Chief Technology Officer

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 Ownership (Instr. 4)
			Code	V	Amount or Price (A) or (D)		
Common Stock	08/06/2007		M		26,000 A \$ 5	94,000 ⁽¹⁾	D
Common Stock	08/06/2007		S		300 D \$ 30.32	93,700	D
Common Stock	08/06/2007		S		400 D \$ 30.29	93,300	D
Common Stock	08/06/2007		S		300 D \$ 30.27	93,000	D
	08/06/2007		S		200 D	92,800	D

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Common Stock					\$ 30.25		
Common Stock	08/06/2007	S	200	D	\$ 30.24	92,600	D
Common Stock	08/06/2007	S	200	D	\$ 30.21	92,400	D
Common Stock	08/06/2007	S	300	D	\$ 30.17	92,100	D
Common Stock	08/06/2007	S	800	D	\$ 30.14	91,300	D
Common Stock	08/06/2007	S	400	D	\$ 30.07	90,900	D
Common Stock	08/06/2007	S	600	D	\$ 30.06	90,300	D
Common Stock	08/06/2007	S	800	D	\$ 30.04	89,500	D
Common Stock	08/06/2007	S	400	D	\$ 30.03	89,100	D
Common Stock	08/06/2007	S	1,300	D	\$ 30.02	87,800	D
Common Stock	08/06/2007	S	100	D	\$ 30.01	87,700	D
Common Stock	08/06/2007	S	19,700	D	\$ 30	68,000	D
Common Stock	08/07/2007	M	26,000	D	\$ 5	94,000	D
Common Stock	08/07/2007	S	100	D	\$ 30.81	93,900	D
Common Stock	08/07/2007	S	1,200	D	\$ 30.79	92,700	D
Common Stock	08/07/2007	S	700	D	\$ 30.74	92,000	D
Common Stock	08/07/2007	S	100	D	\$ 30.73	91,900	D
Common Stock	08/07/2007	S	200	D	\$ 30.71	91,700	D
Common Stock	08/07/2007	S	800	D	\$ 30.7	90,900	D
Common Stock	08/07/2007	S	400	D	\$ 30.67	90,500	D
	08/07/2007	S	1,800	D		88,700	D

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Common Stock						\$ 30.66		
Common Stock	08/07/2007		S	2,700	D	\$ 30.65	86,000	D
Common Stock	08/07/2007		S	600	D	\$ 30.64	85,400	D
Common Stock	08/07/2007		S	200	D	\$ 30.63	85,200	D
Common Stock	08/07/2007		S	100	D	\$ 30.63	85,100	D
Common Stock	08/07/2007		S	500	D	\$ 30.62	84,600	D

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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy) ⁽²⁾	\$ 5	08/06/2007		A	26,000	02/15/2003	02/15/2013	Common Stock	26,000
Stock Option (right to buy) ⁽²⁾	\$ 5	08/07/2007		A	26,000	02/15/2003	02/15/2013	Common Stock	26,000
Stock Option (right to buy) ⁽²⁾	\$ 6.25	08/08/2007		A	22,000	⁽³⁾	01/15/2009	Common Stock	22,000
	\$ 9.8	08/08/2007		A	52,500	⁽⁵⁾	02/15/2010		52,500

Stock
Option
(right to
buy) (2)
(4)

Common
Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TERRELL BROOKS L C/O HEARTLAND PAYMENT SYSTEMS, INC. 90 NASSAU STREET PRINCETON, NJ 08542			Chief Technology Officer	

Signatures

/s/ Brooks L. 08/08/2007
Terrell

 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) In addition, Mr. Terrell indirectly owns 550,000 shares of Common Stock of the Issuer held by the B. Terrell Limited Partnership, a Texas limited partnership, of which Mr. Terrell is the general partner.
- (2) The options were granted under Issuer's Second Amended and Restated 2000 Equity Incentive Plan.
- (3) The options were granted on January 15, 2004 with a four year vesting period. As of the date of this filing, all of the options have vested.
- (4) The exercise price and the number of shares of common stock underlying the options are adjusted to reflect the Issuer's 2-for-1 stock split that became effective as of July 26, 2005.
- (5) The options were granted on February 15, 2005 with a four year vesting period. As of the date of this filing, all of the options have vested except for 17,500 which will become vested on February 15, 2008.

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