

VeriFone Holdings, Inc.
Form 4
October 04, 2006

FORM 4

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

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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
Atkinson William George

(Last) (First) (Middle)

C/O 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)
10/02/2006

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)
Exec VP, Global Mktg & Bus Dev

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D) Price			
Common Stock, par value \$0.01 per share	10/02/2006		S <u>(1)</u>		339	D \$ 28.02	162,623	D	
Common Stock, par value \$0.01 per share	10/02/2006		S <u>(1)</u>		74	D \$ 28.03	162,549	D	
Common Stock, par value \$0.01	10/02/2006		S <u>(1)</u>		280	D \$ 28.04	162,269	D	

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per share

Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	162	D	\$ 28.05	162,107	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	44	D	\$ 28.06	162,063	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	74	D	\$ 28.07	161,989	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	59	D	\$ 28.08	161,930	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	235	D	\$ 28.09	161,695	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	74	D	\$ 28.11	161,621	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	147	D	\$ 28.12	161,474	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	88	D	\$ 28.13	161,386	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	235	D	\$ 28.14	161,151	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	177	D	\$ 28.15	160,974	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	88	D	\$ 28.16	160,886	D
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Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	74	D	\$ 28.17	160,812	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	220	D	\$ 28.19	160,592	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	29	D	\$ 28.2	160,563	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	20	D	\$ 28.21	160,543	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	88	D	\$ 28.22	160,455	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	88	D	\$ 28.24	160,367	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	6	D	\$ 28.25	160,361	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	118	D	\$ 28.39	160,243	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	59	D	\$ 28.4	160,184	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	29	D	\$ 28.43	160,155	D
Common Stock, par value \$0.01 per share	10/02/2006	<u>S⁽¹⁾</u>	74	D	\$ 28.52	160,081	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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(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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Report Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Atkinson William George C/O VERIFONE HOLDINGS, INC. 2099 GATEWAY PLACE, SUITE 600 SAN JOSE, CA 95110	Exec VP, Global Mktg & Bus Dev

Signatures

/s/ Janelle Del Rosso, by Power of Attorney 10/04/2006

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. Atkinson pursuant to a Rule 10b5-1 sales plan effective as of September 30, 2005.

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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