

VeriFone Holdings, Inc.
Form 4
August 14, 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 *
Adams Jesse

(Last) (First) (Middle)

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)
08/10/2007

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)
Vice Chairman

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 Indirect Beneficial Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Common Stock, par value \$0.01 per share | 08/10/2007 | | S ⁽¹⁾ | 1,900 D | \$ 38.84 11,107 | D | |
| Common Stock, par value \$0.01 per share | 08/10/2007 | | S ⁽¹⁾ | 400 D | \$ 38.86 10,707 | D | |
| | 08/10/2007 | | S ⁽¹⁾ | 100 D | 10,607 | D | |

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| | | | | | | | |
|--|------------|-------------|-------|---|-----------|-------|---|
| Common Stock, par value \$0.01 per share | | | | | \$ 38.868 | | |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 700 | D | \$ 38.88 | 9,907 | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 100 | D | \$ 38.889 | 9,807 | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 100 | D | \$ 38.898 | 9,707 | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 1,400 | D | \$ 38.9 | 8,307 | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 100 | D | \$ 38.91 | 8,207 | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 400 | D | \$ 38.92 | 7,807 | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 800 | D | \$ 38.93 | 7,007 | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 100 | D | \$ 38.976 | 6,907 | D |
| | 08/10/2007 | <u>S(1)</u> | 800 | D | \$ 38.98 | 6,107 | D |

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| | | | | | | | | |
|--|------------|-------------|-----|---|----------|-------|--|---|
| Common Stock, par value \$0.01 per share | | | | | | | | |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 400 | D | \$ 38.99 | 5,707 | | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 800 | D | \$ 39.02 | 4,907 | | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 900 | D | \$ 39.03 | 4,007 | | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 500 | D | \$ 39.04 | 3,507 | | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 500 | D | \$ 39.05 | 3,007 | | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 100 | D | \$ 39.07 | 2,907 | | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 400 | D | \$ 39.08 | 2,507 | | D |
| Common Stock, par value \$0.01 per share | 08/10/2007 | <u>S(1)</u> | 400 | D | \$ 39.09 | 2,107 | | D |
| | 08/10/2007 | <u>S(1)</u> | 100 | D | \$ 39.1 | 2,007 | | D |

Common
 Stock, par
 value
 \$0.01 per
 share

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 Owned Following Reporting 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 |
| Adams Jesse VERIFONE HOLDINGS, INC. 2099 GATEWAY PLACE, SUITE 600 SAN JOSE, CA 95110 | | | Vice Chairman | |

Signatures

/s/ Janelle Del Rosso, by Power of Attorney
 Date: 08/13/2007

**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. Adams pursuant to a Rule 10b5-1 sales plan effective as of January 3, 2007.

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