

IMERGENT INC  
Form 4  
October 23, 2007

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**MIHAYLO STEVEN G**

2. Issuer Name and Ticker or Trading Symbol  
**IMERGENT INC [IIG]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
**10/19/2007**

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

**P.O BOX 19790**

(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

**RENO, NV 89511**

(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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
| Common Stock                    | 10/19/2007                           |                                                    | X                              | 56,100 A \$ 22.5                                                  | 1,636,400                                                                                     | I                                                        | Via Trust                                             |
| Common Stock                    | 10/20/2007                           |                                                    | X                              | 80,000 A \$ 25                                                    | 1,716,400                                                                                     | I                                                        | Via Trust                                             |
| Common Stock                    | 10/20/2007                           |                                                    | X                              | 150,000 A \$ 25                                                   | 1,866,400                                                                                     | I                                                        | Via Trust                                             |
| Common Stock                    | 10/20/2007                           |                                                    | X                              | 60,000 A \$ 25                                                    | 1,926,400                                                                                     | I                                                        | Via Trust                                             |
| Common Stock                    | 10/20/2007                           |                                                    | X                              | 50,000 A \$ 25                                                    | 1,976,400                                                                                     | I                                                        | Via Trust                                             |
| Common Stock                    | 10/20/2007                           |                                                    | X                              | 10,000 A \$ 25                                                    | 1,986,400                                                                                     | I                                                        | Via Trust                                             |

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|              |            |  |   |        |   |          |           |   |           |
|--------------|------------|--|---|--------|---|----------|-----------|---|-----------|
| Common Stock |            |  |   |        |   |          |           |   |           |
| Common Stock | 10/20/2007 |  | X | 1,000  | A | \$ 25    | 1,987,400 | I | Via Trust |
| Common Stock | 10/20/2007 |  | X | 1,000  | A | \$ 25    | 1,988,400 | I | Via Trust |
| Common Stock | 10/20/2007 |  | X | 18,000 | A | \$ 25    | 2,006,400 | I | Via Trust |
| Common Stock | 10/20/2007 |  | X | 10,000 | A | \$ 25    | 2,016,400 | I | Via Trust |
| Common Stock | 10/20/2007 |  | X | 40,000 | A | \$ 25    | 2,056,400 | I | Via Trust |
| Common Stock | 10/20/2007 |  | X | 79,700 | A | \$ 25    | 2,136,100 | I | Via Trust |
| Common Stock | 10/22/2007 |  | P | 900    | A | \$ 21.76 | 2,137,000 | I | Via Trust |
| Common Stock | 10/22/2007 |  | P | 100    | A | \$ 21.84 | 2,137,100 | I | Via Trust |
| Common Stock | 10/22/2007 |  | P | 400    | A | \$ 21.85 | 2,137,500 | I | Via Trust |
| Common Stock | 10/22/2007 |  | P | 100    | A | \$ 21.86 | 2,137,600 | I | Via Trust |
| Common Stock | 10/22/2007 |  | P | 3,200  | A | \$ 21.87 | 2,140,800 | I | Via Trust |
| Common Stock | 10/22/2007 |  | P | 2,900  | A | \$ 21.88 | 2,143,700 | I | Via Trust |
| Common Stock | 10/22/2007 |  | P | 100    | A | \$ 21.89 | 2,143,800 | I | Via Trust |
| Common Stock | 10/22/2007 |  | P | 6,200  | A | \$ 21.9  | 2,150,000 | I | Via Trust |

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.**

SEC 1474  
(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 | 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 | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--------------------------------------------|------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|----------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|
|--------------------------------------------|------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|----------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|

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|  | Derivative Security               |         | Code | Disposed of (D)<br>(Instr. 3, 4, and 5) |     | Date Exercisable | Expiration Date | Title        | Amount<br>Number<br>Shares |
|--|-----------------------------------|---------|------|-----------------------------------------|-----|------------------|-----------------|--------------|----------------------------|
|  |                                   |         |      | (A)                                     | (D) |                  |                 |              |                            |
|  | Put Option<br>(obligation to buy) | \$ 22.5 |      |                                         |     | 07/23/2007       | 10/20/2007      | Common Stock | 56,100                     |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 06/18/2007       | 10/20/2007      | Common Stock | 80,000                     |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 06/19/2007       | 10/20/2007      | Common Stock | 150,000                    |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 06/20/2007       | 10/20/2007      | Common Stock | 60,000                     |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 06/21/2007       | 10/20/2007      | Common Stock | 50,000                     |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 08/17/2007       | 10/20/2007      | Common Stock | 10,000                     |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 08/23/2007       | 10/20/2007      | Common Stock | 1,000                      |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 08/24/2007       | 10/20/2007      | Common Stock | 1,000                      |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 09/06/2007       | 10/20/2007      | Common Stock | 18,000                     |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 09/19/2007       | 10/20/2007      | Common Stock | 10,000                     |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 09/20/2007       | 10/20/2007      | Common Stock | 40,000                     |
|  | Put Option<br>(obligation to buy) | \$ 25   |      |                                         |     | 09/21/2007       | 10/20/2007      | Common Stock | 79,700                     |
|  | Put Option<br>(obligation to buy) | \$ 22.5 |      |                                         |     | 07/23/2007       | 10/20/2007      | Common Stock | 223,200                    |

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|                                      |         |            |   |         |            |            |                 |         |
|--------------------------------------|---------|------------|---|---------|------------|------------|-----------------|---------|
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 100,000 | 07/30/2007 | 10/20/2007 | Common<br>Stock | 100,000 |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 35,000  | 08/14/2007 | 10/20/2007 | Common<br>Stock | 35,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 85,000  | 08/15/2007 | 10/20/2007 | Common<br>Stock | 85,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 70,000  | 08/16/2007 | 10/20/2007 | Common<br>Stock | 70,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 20,000  | 08/17/2007 | 10/20/2007 | Common<br>Stock | 20,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 20,000  | 08/22/2007 | 10/20/2007 | Common<br>Stock | 20,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 54,000  | 08/23/2007 | 10/20/2007 | Common<br>Stock | 54,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 49,000  | 08/24/2007 | 10/20/2007 | Common<br>Stock | 49,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 10,000  | 08/27/2007 | 10/20/2007 | Common<br>Stock | 10,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 13,000  | 08/30/2007 | 10/20/2007 | Common<br>Stock | 13,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 1,000   | 08/31/2007 | 10/20/2007 | Common<br>Stock | 1,000   |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 47,000  | 09/06/2007 | 10/20/2007 | Common<br>Stock | 47,000  |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 5,500   | 09/18/2007 | 10/20/2007 | Common<br>Stock | 5,500   |
| Put Option<br>(obligation<br>to buy) | \$ 25   | 10/20/2007 | E | 5,300   | 09/21/2007 | 10/20/2007 | Common<br>Stock | 5,300   |
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 125,500 | 09/24/2007 | 10/20/2007 | Common<br>Stock | 125,500 |

to buy)

|                                      |       |            |   |     |            |            |                 |    |
|--------------------------------------|-------|------------|---|-----|------------|------------|-----------------|----|
| Put Option<br>(obligation<br>to buy) | \$ 25 | 10/20/2007 | E | 100 | 09/27/2007 | 10/20/2007 | Common<br>Stock | 10 |
|--------------------------------------|-------|------------|---|-----|------------|------------|-----------------|----|

|                                      |         |            |   |     |            |            |                 |    |
|--------------------------------------|---------|------------|---|-----|------------|------------|-----------------|----|
| Put Option<br>(obligation<br>to buy) | \$ 22.5 | 10/20/2007 | E | 600 | 09/28/2007 | 10/20/2007 | Common<br>Stock | 60 |
|--------------------------------------|---------|------------|---|-----|------------|------------|-----------------|----|

## Reporting Owners

| Reporting Owner Name / Address                      | Relationships |           |         |       |
|-----------------------------------------------------|---------------|-----------|---------|-------|
|                                                     | Director      | 10% Owner | Officer | Other |
| MIHAYLO STEVEN G<br>P.O BOX 19790<br>RENO, NV 89511 |               | X         |         |       |

## Signatures

/s/ Steven  
Mihaylo

10/23/2007

\_\_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).

### Remarks:

This is the first of two Forms filed by the reporting person on the same date.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.