

MASHAAL RICHARD R

Form 4

May 21, 2018

**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

OMB  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Senvest Management, LLC

(Last) (First) (Middle)

540 MADISON AVENUE, 32ND  
FLOOR

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

IMMERSION CORP [IMMR]

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

05/17/2018

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check  
Applicable Line)

\_\_\_\_ Form filed by One Reporting Person  
\_\_\_\_X\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3)                 | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|-------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/17/2018                              |                                                             | S                                    | 25,000 D                                                                | \$ 14.155 4,421,597                                                                                                | I                                                                       | See<br>footnotes<br>(1) (2)                                       |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/17/2018                              |                                                             | S                                    | 101,800 D                                                               | \$ 13.8125 4,319,797                                                                                               | I                                                                       | See<br>footnotes<br>(1) (2)                                       |
| Common<br>Stock,                                      | 05/17/2018                              |                                                             | S                                    | 338,785 D                                                               | \$ 13.9274 3,981,012                                                                                               | I                                                                       | See<br>footnotes                                                  |

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|                                                       |            |   |         |   |            |           |   |                             |
|-------------------------------------------------------|------------|---|---------|---|------------|-----------|---|-----------------------------|
| \$0.001<br>par value<br>per share                     |            |   |         |   |            |           |   | (1) (2)                     |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/18/2018 | S | 25,000  | D | \$ 13.7537 | 3,956,012 | I | See<br>footnotes<br>(1) (2) |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/18/2018 | S | 27,700  | D | \$ 13.845  | 3,928,312 | I | See<br>footnotes<br>(1) (2) |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/18/2018 | S | 247,145 | D | \$ 13.7582 | 3,681,167 | I | See<br>footnotes<br>(1) (2) |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/18/2018 | S | 31,900  | D | \$ 13.765  | 3,649,267 | I | See<br>footnotes<br>(1) (2) |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/18/2018 | S | 70,000  | D | \$ 13.7307 | 3,579,267 | I | See<br>footnotes<br>(1) (2) |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/21/2018 | S | 16,249  | D | \$ 13.3871 | 3,563,018 | I | See<br>footnotes<br>(1) (2) |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/21/2018 | S | 83,800  | D | \$ 13.395  | 3,479,218 | I | See<br>footnotes<br>(1) (2) |
| Common<br>Stock,<br>\$0.001<br>par value<br>per share | 05/21/2018 | S | 50,000  | D | \$ 13.37   | 3,429,218 | I | See<br>footnotes<br>(1) (2) |
| Common<br>Stock,<br>\$0.001                           | 05/21/2018 | S | 100,000 | D | \$ 13.3    | 3,329,218 | I | See<br>footnotes<br>(1) (2) |

par value  
per share

Common  
Stock,

\$0.001 05/21/2018

par value  
per share

S 134,519 D \$ 13.4507 3,194,699 I

See  
footnotes  
(1) (2)

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<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<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Own<br>Follo<br>Repor<br>Trans<br>(Instr |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------|
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------|

| Date<br>Exercisable | Expiration<br>Date | Title | Amount<br>or<br>Number<br>of<br>Shares |
|---------------------|--------------------|-------|----------------------------------------|
| Code V (A) (D)      |                    |       |                                        |

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

Senvest Management, LLC  
540 MADISON AVENUE  
32ND FLOOR  
NEW YORK, NY 10022

X

MASHAAL RICHARD R  
C/O SENVEST MANAGEMENT, L.L.C.  
540 MADISON AVENUE, 32ND FLOOR  
NEW YORK, NY 10022

X

## Signatures

/s/ Senvest Management, L.L.C. by /s/ Richard R.  
Mashaal

05/21/2018

\_\_Signature of Reporting Person

Date

/s/ Richard R. Mashaal

05/21/2018

\_\_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) These securities are held in the accounts of Senvest Master Fund, L.P., Senvest Israel Partners, L.P. and Senvest Global (KY) (collectively, the "Investment Vehicles"). Senvest Management, LLC ("Senvest") serves as investment manager of each of the Investment Vehicles. Richard Mashaal is the managing member of Senvest. Senvest may be deemed to have investment and voting control over the securities held by the Investment Vehicles by virtue of Senvest's position as investment manager of each of the Investment Vehicles. Mr. Mashaal may be deemed to have investment and voting control over the securities held by the Investment Vehicles by virtue of Mr. Mashaal's status as the managing member of Senvest.

(2) For convenience, the Reporting Persons have included all securities held by the Investment Vehicles, including securities in excess of the Reporting Persons' pecuniary interest. Each Reporting Person disclaims beneficial ownership of the securities reported herein except to the extent of his or its pecuniary interest therein. The filing of this statement shall not be deemed to be an admission that, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the Reporting Persons are the beneficial owners of any securities reported herein.

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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