

VeriFone Holdings, Inc.
Form 4
July 16, 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 *
Bergeron Douglas

(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)
07/12/2007

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)
Chairman and CEO

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 Beneficial Ownership (Instr. 4)		
				(A) or (D)	Price				
				Code	V	Amount			
Common Stock, par value \$0.01 per share	07/12/2007		S ⁽¹⁾	1,500	D	\$ 36.8647	2,224,404	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007		S ⁽¹⁾	2,100	D	\$ 36.87	2,222,304	I	By Family Trusts ⁽²⁾
	07/12/2007		S ⁽¹⁾	1,200	D		2,221,104	I	

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Common Stock, par value \$0.01 per share					\$ 36.8767			By Family Trusts <u>(2)</u>
Common Stock, par value \$0.01 per share	07/12/2007	<u>S(1)</u>	1,100	D	\$ 36.8773	2,220,004	I	By Family Trusts <u>(2)</u>
Common Stock, par value \$0.01 per share	07/12/2007	<u>S(1)</u>	2,200	D	\$ 36.88	2,217,804	I	By Family Trusts <u>(2)</u>
Common Stock, par value \$0.01 per share	07/12/2007	<u>S(1)</u>	300	D	\$ 36.8833	2,217,504	I	By Family Trusts <u>(2)</u>
Common Stock, par value \$0.01 per share	07/12/2007	<u>S(1)</u>	400	D	\$ 36.885	2,217,104	I	By Family Trusts <u>(2)</u>
Common Stock, par value \$0.01 per share	07/12/2007	<u>S(1)</u>	121	D	\$ 36.8883	2,216,983	I	By Family Trusts <u>(2)</u>
Common Stock, par value \$0.01 per share	07/12/2007	<u>S(1)</u>	1,000	D	\$ 36.89	2,215,983	I	By Family Trusts <u>(2)</u>
Common Stock, par value \$0.01 per share	07/12/2007	<u>S(1)</u>	1,579	D	\$ 36.8927	2,214,404	I	By Family Trusts <u>(2)</u>
Common Stock, par value \$0.01 per share	07/12/2007	<u>S(1)</u>	1,900	D	\$ 36.8942	2,212,504	I	By Family Trusts <u>(2)</u>
	07/12/2007	<u>S(1)</u>	1,700	D	\$ 36.9	2,210,804	I	

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Common Stock, par value \$0.01 per share								By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	2,200	D	\$ 36.9018	2,208,604	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	800	D	\$ 36.9025	2,207,804	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	3,000	D	\$ 36.9047	2,204,804	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	1,000	D	\$ 36.906	2,203,804	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	300	D	\$ 36.9067	2,203,504	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	2,400	D	\$ 36.91	2,201,104	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	1,100	D	\$ 36.9127	2,200,004	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	700	D	\$ 36.92	2,199,304	I	By Family Trusts ⁽²⁾
	07/12/2007	<u>S⁽¹⁾</u>	1,100	D		2,198,204	I	

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Common Stock, par value \$0.01 per share					\$ 36.9209			By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	2,700	D	\$ 36.9278	2,195,504	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	100	D	\$ 36.93	2,195,404	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	400	D	\$ 36.94	2,195,004	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	1,700	D	\$ 36.95	2,193,304	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	2,800	D	\$ 36.96	2,190,504	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	1,600	D	\$ 36.9775	2,188,904	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share	07/12/2007	<u>S⁽¹⁾</u>	300	D	\$ 37	2,188,604	I	By Family Trusts ⁽²⁾
Common Stock, par value \$0.01 per share						8,031	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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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 Reported Transaction (Instr. 6)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bergeron Douglas VERIFONE HOLDINGS, INC. 2099 GATEWAY PLACE, SUITE 600 SAN JOSE, CA 95110	X		Chairman and CEO	

Signatures

/s/ Janelle Del Rosso, by Power of Attorney
Date: 07/16/2007

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 pursuant to a Rule 10b5-1 sales plan effective as of December 10, 2006.
- (2) These securities are held in trusts for the benefit of members of the reporting person's family. The reporting person disclaims beneficial ownership of these securities except to the extent of his pecuniary interest therein, and the filing of this report is not an admission that the reporting person is the beneficial owner of these securities for the purposes of Section 16 or for any other purpose.

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