

E COM VENTURES INC

Form 4

July 18, 2008

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 *
FEINBERG JEFF

(Last) (First) (Middle)

**C/O JLF ASSET MANAGEMENT,
LLC, 2775 VIA DE LA VALLE,
SUITE 204**

(Street)

DEL MAR, CA 92014

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
E COM VENTURES INC [ECMV]

3. Date of Earliest Transaction
(Month/Day/Year)
07/16/2008

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 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)			
			Code	V	Amount		
Common Stock	07/16/2008		S		837	D	\$ 15.22
					333,721	D ⁽¹⁾	
Common Stock	07/16/2008		S		0	D	\$ 0
					333,721	I	Footnote ⁽²⁾
Common Stock	07/16/2008		S		663	D	\$ 15.22
					265,482	I	Footnote ⁽³⁾
Common Stock	07/17/2008		S		1,404	D	\$ 15.32
					332,317	D ⁽¹⁾	
Common Stock	07/17/2008		S		0	D	\$ 0
					332,317	I	Footnote ⁽²⁾

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Common Stock	07/17/2008	S	1,116	D	\$ 15.32	264,366	I	Footnote (3)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 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. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title or Number of Shares	

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

FEINBERG JEFF
C/O JLF ASSET MANAGEMENT, LLC
2775 VIA DE LA VALLE, SUITE 204
DEL MAR, CA 92014

X

JLF OFFSHORE FUND LTD
PO BOX 896, HARBOUR CENTRE
2ND FL, NORTH CHURCH ST
GRAND CAYMAN, BRITISH W INDIES, E9 00000

X

Signatures

JLF Offshore Fund, Ltd. By: /s/ Jeffrey L. Feinberg, as Managing Member of JLF Asset Management, L.L.C., its investment manager

07/18/2008

__Signature of Reporting Person

Date

/s/ Jeffrey L. Feinberg +

07/18/2008

__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 account of JLF Offshore Fund, Ltd. ("the Fund").
- (2) These securities are held in the account of the Fund. Jeffrey Feinberg has investment discretion over these securities by virtue of Jeffrey Feinberg's position in the investment manager of the Fund.
- (3) These securities are held in the accounts of private investment vehicles over which Jeffrey Feinberg has investment discretion by virtue of his position in the management company of said entities.

Remarks:

+ This Reporting Person hereby disclaims beneficial ownership over the securities reported in this Form 4 except to the extent of his pecuniary interest therein. This report shall not be deemed an admission that the Reporting Person is the beneficial owners of such securities for purposes of the Securities Exchange Act of 1934, as amended, or for any other purpose.

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.