

HEARTLAND PAYMENT SYSTEMS INC
 Form 4
 August 13, 2008

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 *
 CARR ROBERT O

2. Issuer Name and Ticker or Trading Symbol
 HEARTLAND PAYMENT SYSTEMS INC [HPY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 08/11/2008

Director 10% Owner
 Officer (give title below) Other (specify below)
 Chairman of the Board and CEO

C/O HEARTLAND PAYMENT SYSTEMS, INC., 90 NASSAU STREET

(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

PRINCETON, NJ 08542

(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 Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V Amount (A) or (D) Price | | | |
| Common Stock, par value \$.001 per share | 08/11/2008 | | S ⁽¹⁾ | 200 D \$ 22.81 | 2,073,616 | I ⁽²⁾ | See Footnote ⁽³⁾ |
| Common Stock, par value \$.001 per share | 08/11/2008 | | S ⁽¹⁾ | 200 D \$ 22.82 | 2,073,416 | I ⁽²⁾ | See Footnote ⁽⁴⁾ |
| Common Stock, par | 08/11/2008 | | S ⁽¹⁾ | 100 D \$ 22.83 | 2,073,316 | I ⁽²⁾ | See Footnote |

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| | | | | | | | | |
|---|------------|-------------------------|-------|---|-------------|-----------|--------------|--------------------------------|
| value \$.001 per share | | | | | | | | <u>(5)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 400 | D | \$ 22.84 | 2,072,916 | I <u>(2)</u> | See Footnote <u>(6)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 22.86 | 2,072,716 | I <u>(2)</u> | See Footnote <u>(7)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 22.92 | 2,072,516 | I <u>(2)</u> | See Footnote <u>(8)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 2,500 | D | \$ 22.93 | 2,070,016 | I <u>(2)</u> | See Footnote <u>(9)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 2,000 | D | \$ 22.94 | 2,068,016 | I <u>(2)</u> | See Footnote <u>(10)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 4,784 | D | \$ 22.95 | 2,063,232 | I <u>(2)</u> | See Footnote <u>(11)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 800 | D | \$ 22.96 | 2,062,432 | I <u>(2)</u> | See Footnote <u>(12)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 3,616 | D | \$ 22.97 | 2,058,816 | I <u>(2)</u> | See Footnote <u>(13)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 400 | D | \$ 23.36 | 2,058,416 | I <u>(2)</u> | See Footnote <u>(14)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 500 | D | \$ 23.5 | 2,057,916 | I <u>(2)</u> | See Footnote <u>(15)</u> |
| Common Stock, par value \$.001 | 08/11/2008 | <u>S</u> ⁽¹⁾ | 400 | D | \$ 23.52 | 2,057,516 | I <u>(2)</u> | See Footnote <u>(16)</u> |

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| | | | | | | | | |
|--|------------|-------------------------|-----|---|-------------|---------------------------|--------------|--------------------------|
| per share | | | | | | | | |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 100 | D | \$ 23.53 | 2,057,416 | I <u>(2)</u> | See Footnote <u>(17)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 23.55 | 2,057,216 | I <u>(2)</u> | See Footnote <u>(18)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 23.57 | 2,057,016 | I <u>(2)</u> | See Footnote <u>(19)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 23.58 | 2,056,816 | I <u>(2)</u> | See Footnote <u>(20)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 23.59 | 2,056,616 | I <u>(2)</u> | See Footnote <u>(21)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 23.6 | 2,056,416 | I <u>(2)</u> | See Footnote <u>(22)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 100 | D | \$ 23.61 | 2,056,316 | I <u>(2)</u> | See Footnote <u>(23)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 23.62 | 2,056,116 | I <u>(2)</u> | See Footnote <u>(24)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 100 | D | \$ 23.63 | 2,056,016 | I <u>(2)</u> | See Footnote <u>(25)</u> |
| Common Stock, par value \$.001 per share | 08/11/2008 | <u>S</u> ⁽¹⁾ | 200 | D | \$ 23.64 | 2,055,816 ⁽²⁷⁾ | I <u>(2)</u> | See Footnote <u>(26)</u> |
| | | | | | <u>(28)</u> | | | |

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

SEC 1474
(9-02)

displays a currently valid OMB control number.

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 Beneficially (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | 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 |
| CARR ROBERT O C/O HEARTLAND PAYMENT SYSTEMS, INC. 90 NASSAU STREET PRINCETON, NJ 08542 | X | X | Chairman of the Board and CEO | |
| CARR JILL C/O HEARTLAND PAYMENT SYSTEMS, INC. 90 NASSAU STREET PRINCETON, NJ 08542 | | X | | |

Signatures

/s/ Robert O. Carr 08/11/2008

**Signature of Reporting Person

Date

/s/ Jill A. Carr 08/11/2008

**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) On August 11, 2008, each of The Robert O. Carr Irrevocable Trust for Emily Carr, The Robert O. Carr Irrevocable Trust for Kelly Carr and The Robert O. Carr Irrevocable Trust for Ryan Carr sold 6,000 shares, respectively, of Common Stock of the Company through Morgan Stanley & Co., Incorporated, a registered broker-dealer. This sale was made pursuant to agreements executed on August 8, 2008

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between Marc Ostro, as trustee and Morgan Stanley & Co, Incorporated for the sale of 20,000 shares of the Company's Common Stock pursuant to Rule 144 from each of the above mentioned trusts. The reporting persons disclaim beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting persons are the beneficial owner of the securities for purposes of Section 16 or for any other purpose.

- (2) This Form 4 is filed in connection with a joint/group filing consisting of Mr. Carr and Jill Carr, Mr. Carr's wife. Mrs. Carr's address is c/o Heartland Payment Systems, Inc., 90 Nassau Street, Princeton, NJ 08542.
- (3) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (4) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (5) 33 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 33 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 34 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (6) 133 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 133 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 134 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (7) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (8) 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 68 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (9) 833 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 833 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 834 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (10) 667 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 667 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 666 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (11) 1,595 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 1,595 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 1,594 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (12) 266 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 266 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 268 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (13) 1,206 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 1,206 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 1,204 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (14) 133 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 133 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 134 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (15) 167 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 167 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 166 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (16) 133 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 133 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 134 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (17) 33 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 33 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 34 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (18)

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- 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (19) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (20) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (21) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (22) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (23) 33 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 33 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 34 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (24) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (25) 33 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 33 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 34 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (26) 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Kelly Carr and 67 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Emily Carr. 66 shares of the Company's Common Stock were sold by The Robert O. Carr Irrevocable Trust for Ryan Carr.
- (27) After the sales, Mr. and Mrs. Carr's indirect beneficial ownership consists of 400,000 shares of Common Stock of the Company held by The Robert O. Carr 2001 Charitable Remainder Unitrust; 451,201 shares held by The Robert O. Carr 2000 Irrevocable Trust for Emily Carr; 256,503 shares held by The Robert O. Carr 2000 Irrevocable Trust for Ryan Carr; 408,689 shares held by The Robert O. Carr 2000 Irrevocable Trust for Kelly Carr; 144,074 shares held by The Jill A. Carr 2000 Irrevocable Trust for Corriisa Nichols; 144,994 shares held by The Jill A. Carr 2000 Irrevocable Trust for Robert Carr, Jr.; and 247,755 shares held by The Jill A. Carr Irrevocable Trust for Hilary Holland Carr. The reporting persons disclaim beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting persons are the beneficial owner of the securities for purposes of Section 16 or for any other purpose.
- (28) Mr. Carr and Mrs. Carr directly own 5,835,399 shares of Common Stock of the Company and have a fully vested option to purchase an additional 125,000 shares of Common Stock of the Company.

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.