

E COM VENTURES INC
 Form 4
 February 18, 2005

FORM 4

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

OMB APPROVAL

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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 *
 TAYLOR CAROLE ANN

(Last) (First) (Middle)

251 INTERNATIONAL PARKWAY

(Street)

SUNRISE, FL 33325

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
 02/17/2005

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)

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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	02/17/2005	02/17/2005	M		1,000 A \$ 2	1,000	D
Common Stock	02/17/2005	02/17/2005	S		178 D \$ 13.01	822	D
Common Stock	02/17/2005	02/17/2005	S		100 D \$ 13	722	D
Common Stock	02/17/2005	02/17/2005	S		300 D \$ 12.71	422	D
Common Stock	02/17/2005	02/17/2005	S		100 D \$ 12	322	D

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Common Stock	02/17/2005	02/17/2005	S	322	D	\$ 11	0	D
Common Stock	02/17/2005	02/17/2005	M	1,000	A	\$ 2.52	1,000	D
Common Stock	02/17/2005	02/17/2005	S	99	D	\$ 11.03	901	D
Common Stock	02/17/2005	02/17/2005	S	278	D	\$ 11	623	D
Common Stock	02/17/2005	02/17/2005	S	500	D	\$ 10.5	123	D
Common Stock	02/17/2005	02/17/2005	S	100	D	\$ 10	23	D
Common Stock	02/17/2005	02/17/2005	S	23	D	\$ 9.52	0	D

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 Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	Amount or Number of Shares
Non-qualified stock option	\$ 2	02/17/2005	02/17/2005	M	1,000	10/27/1998 10/27/2007	Common Stock	1,000
Non-qualified stock option	\$ 2.52	02/17/2005	02/17/2005	M	1,000	12/07/2001 12/07/2011	Common Stock	1,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

TAYLOR CAROLE ANN
251 INTERNATIONAL PARKWAY X
SUNRISE, FL 33325

Signatures

/s/ Carole Ann
Taylor

02/18/2005

**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).

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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