

CARR ROBERT O  
Form 4  
August 28, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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)  
08/26/2008

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 Indirect Beneficial Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|
|  |                                      |  | Code                           | V   | Amount or Price (A) or (D)  |  |   |
| Common Stock, par value \$.001 per share | 08/26/2008                           |  | S <sup>(1)</sup>               |   | 32,600  | D  | \$ 22.26 <sup>(2)</sup> 5,802,799                     |
| Common Stock, par value \$.001 per share | 08/27/2008                           |  | S <sup>(1)</sup>               |   | 25,400  | D  | \$ 22.57 <sup>(4)</sup> 5,777,399                     |
| Common Stock, par                        | 08/27/2008                           |  | S <sup>(1)</sup>               |   | 10,000  | D  | \$ 23 <sup>(5)</sup> 5,767,399                        |

value \$.001  
per share

Common  
Stock, par  
value \$.001  
per share

08/28/2008

S<sup>(1)</sup>

12,000 D

\$  
22.44  
(6)

5,755,399 <sup>(7)</sup>  
(8)

D <sup>(3)</sup>

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 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. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                               |       |
|---|---------------|-----------|-------------------------------|-------|
|   | Director      | 10% Owner | Officer                       | Other |
| CARR ROBERT O<br>C/O HEARTLAND PAYMENT SYSTEMS, INC.<br>90 NASSAU STREET<br>PRINCETON, NJ 08542 | X             | X         | Chairman of the Board and CEO |       |
| CARR JILL<br>C/O HEARTLAND PAYMENT SYSTEMS, INC.<br>90 NASSAU STREET<br>PRINCETON, NJ 08542     |               | X         |                               |       |

## Signatures

/s/ Charles H.N. Kallenbach As Attorney  
in Fact

08/28/2008

\_\_Signature of Reporting Person

Date

/s/ Charles H.N. Kallenbach As Attorney  
in Fact

08/28/2008

\_\_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 26, 2008 and August 27, 2008, in accordance with a 10b5-1 Trading Plan, Morgan Stanley & Co., Incorporated ("Morgan Stanley"), a registered broker-dealer, sold on behalf of Mr. Robert O. Carr, 32,600 and 35,400 shares, respectively, of the Common Stock of Heartland Payment Systems, Inc. (the "Company"). An additional 12,000 shares of the Company's Common Stock were sold by Morgan Stanley in accordance with the 10b5-1 Trading Plan on August 28, 2008.

(2) This price is the weighted average price of the 32,600 shares sold. The prices actually paid for the shares of the Company's Common Stock sold ranged from \$21.79 to \$22.58. The reporting person will provide to the issuer, any security holder of the issuer or the SEC Staff, upon request, information regarding the number of shares sold at each price within the range of prices actually paid.

(3) 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.

(4) This price is the weighted average price of the 25,400 shares sold. The prices actually paid for the shares of the Company's Common Stock sold ranged from \$21.94 to \$22.93. The reporting person will provide to the issuer, any security holder of the issuer or the SEC Staff, upon request, information regarding the number of shares sold at each price within the range of prices actually paid.

(5) This price is the weighted average price of the 10,000 shares sold. The prices actually paid for the shares of the Company's Common Stock sold ranged from \$22.94 to \$23.15. The reporting person will provide to the issuer, any security holder of the issuer or the SEC Staff, upon request, information regarding the number of shares sold at each price within the range of prices actually paid.

(6) This price is the weighted average price of the 12,000 shares sold. The prices actually paid for the shares of the Company's Common Stock sold ranged from \$22.27 to \$22.64. The reporting person will provide to the issuer, any security holder of the issuer or the SEC Staff, upon request, information regarding the number of shares sold at each price within the range of prices actually paid.

(7) After the sales, Mr. and Mrs. Carr beneficially own 5,755,399 shares of the Company's Common Stock and have a fully vested option to purchase an additional 125,000 shares of the Company's Common Stock. The amount of non-derivative securities beneficially owned by Mr. and Mrs. Carr following the transactions reported on the Form 4 filed on June 3, 2008 also included the derivative securities beneficially owned by Mr. and Mrs. Carr. Therefore, the fully vested options to purchase an additional 125,000 shares of the Company's Common Stock have been removed from the total amount of non-derivative securities beneficially owned by Mr. and Mrs. Carr following the transactions reported on this Form 4.

(8) 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; 443,501 shares held by The Robert O. Carr 2000 Irrevocable Trust for Emily Carr; 247,503 shares held by The Robert O. Carr 2000 Irrevocable Trust for Ryan Carr; 400,989 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.

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.