

HARTE HANKS INC  
Form 4  
October 01, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
Paulsin Michael P

(Last) (First) (Middle)  
9601 MCALLISTER  
FREEWAY, SUITE 610  
(Street)

SAN ANTONIO, TX 78216

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
HARTE HANKS INC [HHS]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/27/2013

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)  
Sr. VP and President, Shoppers

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 (D) Price \$			
Common Stock	09/27/2013		D	35,334 D 8.86	12,372	D	
				(1)			

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)**

Edgar Filing: HARTE HANKS INC - Form 4

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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 26.31	09/27/2013		D		5,000		09/21/2007	09/21/2015	Common Stock	5,000
Employee Stock Option (right to buy)	\$ 25.8	09/27/2013		D		10,000		01/25/2008	01/25/2016	Common Stock	10,000
Employee Stock Option (right to buy)	\$ 26.07	09/27/2013		D		20,000		02/05/2009	02/05/2017	Common Stock	20,000
Employee Stock Option (right to buy)	\$ 15.9	09/27/2013		D		25,000		02/05/2010	02/05/2018	Common Stock	25,000
Employee Stock Option (right to buy)	\$ 11.9	09/27/2013		D		55,000		02/05/2012	02/05/2020	Common Stock	55,000
Employee Stock Option (right to buy)	\$ 12.31	09/27/2013		D		4,000		02/05/2012	02/05/2021	Common Stock	4,000
Employee Stock Option (right to buy)	\$ 9.91	09/27/2013		D		28,000		02/05/2013	02/05/2022	Common Stock	28,000
	\$ 6.04	09/27/2013		D		70,000		02/05/2011	02/05/2019		70,000

Employee  
Stock  
Option  
(right to  
buy)

Common  
Stock

Employee  
Stock  
Option  
(right to  
buy)

\$ 7.72

09/27/2013

D

20,000

02/05/2014

02/05/2023

Common  
Stock

20,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Paulsin Michael P 9601 MCALLISTER FREEWAY SUITE 610 SAN ANTONIO, TX 78216			Sr. VP and President, Shoppers	

## Signatures

/s/ Robert L. R. Munden, Power of  
Attorney

10/01/2013

\_\_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 shares of common stock were unvested and were cancelled by the issuer pursuant to the terms of its 2005 Omnibus Incentive Plan in exchange for \$8.86 per share, the fair value of the common stock on the transaction date.
- (2) This option was cancelled by the issuer pursuant to the terms of its 2005 Omnibus Incentive Plan in exchange for a payment equal to the in-the-money value of such option (if any) on the transaction date.

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.