#### Edgar Filing: HERSHBERG DAVID E - Form 4

#### HERSHBERG DAVID E

Form 4

August 30, 2012

## FORM 4

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

OMB 3235-0287

Number: 3235

Expires: January 31, 2005

**OMB APPROVAL** 

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Check this box if no longer subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Form 5 Filed 1 Section 1 See Instruction

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

1(b).

Common

Stock

(Print or Type Responses)

1. Name and Address of Reporting Person * HERSHBERG DAVID E			Symbol	er Name <b>and</b> Ticker or Trading  ECOMM SYSTEMS INC  M]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)		
(Last) 45 OSER A				of Earliest Transaction Day/Year) 2012	X Director 10% OwnerX Officer (give title Other (specify below) Chief Executive Officer		
Fil				nendment, Date Original onth/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting		
HAUPPAUGE, NY 11788					Person		
(City)	(State)	(Zip)	Tab	ole I - Non-Derivative Securities Ac	quired, Disposed	of, or Benefici	ally Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any (Month/Da	Date, if	3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)  (A) or Code V Amount (D) Price	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)
Common Stock	08/28/2012			$F_{\underline{(1)}}$ 4,215 D $^{\$}$ 11.374	86,894	D	
Common Stock					230,911	I	By Grat
Common Stock					171,089	I	By Gift Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

By Deerhill

Associates

171,000

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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)	4. Transact Code (Instr. 8)	5. SorNumber of Derivativ Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	5	ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
			Code V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address	Keiationsnips					
	Director	10% Owner	Officer	Other		
HERSHBERG DAVID E			Chief			
45 OSER AVENUE	X		Executive			
HAUPPAUGE, NY 11788			Officer			

## **Signatures**

/s/ Andrew C. Melfi, as Attorney-in-fact 08/30/2012

\*\*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) Shares sold based on provision for the automatic sale of shares to pay the withholding taxes due on each vesting date of the restricted shares issued pursuant to a restricted stock agreement.

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.

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