Edgar Filing: HARTE CHRISTOPHER M - Form 4

| HARTE CH Form 4 | IRISTOPHER M | | | | | | | | | | | |
|--|---|--|--|---|------------------------|----------|----------------------|--|--|---|--|--|
| October 04, | 2010 | | | | | | | | | | | |
| | ЛЛ | | | | | | | | | APPROVAL | | |
| FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 | | | | | | | | N OMB Number: | 3235-0287 | | | |
| Check th | | | | | | | | Expires: | January 31, | | | |
| if no longer subject to Section 16. Form 4 or Form 5 Eiled pursuant to | | | | SECUI | RITIES | | | · · | • | | | |
| obligation may con <i>See</i> Instr 1(b). | ons Section 17(| a) of the l | Public U | | lding Co | mpar | iy Act o | ge Act of 1934, f 1935 or Secti 40 | on | | | |
| (Print or Type | Responses) | | | | | | | | | | | |
| | | | 2. Issuer Name and Ticker or Trading Symbol HARTE HANKS INC [HHS] | | | | | 5. Relationship of Reporting Person(s) to Issuer | | | | |
| (Last) | (First) (1 | Middle) | | | _ | - | | (Che | Theck all applicable) | | | |
| (M | | | (Month/I | 3. Date of Earliest Transaction (Month/Day/Year) 10/04/2010 | | | | X_Director10% Owner Officer (give titleOther (specify below) below) | | | | |
| (Street) 4. | | | 4. If Am | I. If Amendment, Date Original | | | | 6. Individual or Joint/Group Filing(Check | | | | |
| | | | Filed(Mo | onth/Day/Yea | ar) | | | Applicable Line) _X_ Form filed by Form filed by | One Reporting More than One | | | |
| SAN ANTO | ONIO, TX 78216 | | | | | | | Person | | | | |
| (City) | (State) | (Zip) | Tab | le I - Non- | Derivative | e Secu | rities Ac | quired, Disposed | of, or Benefic | ially Owned | | |
| 1.Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | nsaction Date 2A. Deemed th/Day/Year) Execution Date, if any (Month/Day/Year) | | 3. 4. Securities Acquired Transactior(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or | | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | |
| Common Stock | 10/04/2010 | | | Code V A | Amount 1,500 (1) | (D) A | Price \$ 11.67 | (Instr. 3 and 4) 70,640 | D | | | |
| Common Stock | | | | | | | | 12,334 | Ι | Custodian | | |
| Common Stock | | | | | | | | 450 | Ι | Wife | | |
| Common Stock | | | | | | | | 505,458 | Ι | Partnership | | |

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

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Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form 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) | 4. Transactic Code (Instr. 8) | 5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Expiration D (Month/Day/ e | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | le and int of rlying ities . 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secu Bene Owno Follo Repo Trans (Instr |
|---|---|---|--|---|----------------------------------|--|-------|---|---|--|
| | | | Code V | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | |
|--|---------------|-----------|---------|-------|--|--|--|
| | Director | 10% Owner | Officer | Other | | | |
| HARTE CHRISTOPHER M 9601 MCALLISTER FREEWAY, SUITE 610 SAN ANTONIO, TX 78216 | Х | | | | | | |
| Signatures | | | | | | | |
| Robert L. R. Munden, Power of Attorney | 10/04/201 | 0 | | | | | |
| 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).
- These shares were granted pursuant to the Harte-Hanks, Inc. 2005 Omnibus Incentive Plan in accordance with a pre-established election
- (1) made by the reporting person to receive shares of common stock in lieu of a portion of the reporting person's director fees. Shares are granted based on the closing stock price on the last trading day of the preceding fiscal quarter.

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.