

IMERGENT INC  
Form 4  
October 23, 2007

**FORM 4**

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

OMB APPROVAL

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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 \*  
MIHAYLO STEVEN G

2. Issuer Name and Ticker or Trading Symbol  
IMERGENT INC [IIG]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
10/19/2007

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
 10% Owner  
\_\_\_\_ Other (specify below)

P.O BOX 19790

(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

RENO, NV 89511

(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)
Common Stock	10/19/2007		X	56,100 A	\$ 22.5 1,636,400	I	Via Trust
Common Stock	10/20/2007		X	80,000 A	\$ 25 1,716,400	I	Via Trust
Common Stock	10/20/2007		X	150,000 A	\$ 25 1,866,400	I	Via Trust
Common Stock	10/20/2007		X	60,000 A	\$ 25 1,926,400	I	Via Trust
Common Stock	10/20/2007		X	50,000 A	\$ 25 1,976,400	I	Via Trust
Common Stock	10/20/2007		X	10,000 A	\$ 25 1,986,400	I	Via Trust

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Common Stock									
Common Stock	10/20/2007		X	1,000	A	\$ 25	1,987,400	I	Via Trust
Common Stock	10/20/2007		X	1,000	A	\$ 25	1,988,400	I	Via Trust
Common Stock	10/20/2007		X	18,000	A	\$ 25	2,006,400	I	Via Trust
Common Stock	10/20/2007		X	10,000	A	\$ 25	2,016,400	I	Via Trust
Common Stock	10/20/2007		X	40,000	A	\$ 25	2,056,400	I	Via Trust
Common Stock	10/20/2007		X	79,700	A	\$ 25	2,136,100	I	Via Trust
Common Stock	10/22/2007		P	900	A	\$ 21.76	2,137,000	I	Via Trust
Common Stock	10/22/2007		P	100	A	\$ 21.84	2,137,100	I	Via Trust
Common Stock	10/22/2007		P	400	A	\$ 21.85	2,137,500	I	Via Trust
Common Stock	10/22/2007		P	100	A	\$ 21.86	2,137,600	I	Via Trust
Common Stock	10/22/2007		P	3,200	A	\$ 21.87	2,140,800	I	Via Trust
Common Stock	10/22/2007		P	2,900	A	\$ 21.88	2,143,700	I	Via Trust
Common Stock	10/22/2007		P	100	A	\$ 21.89	2,143,800	I	Via Trust
Common Stock	10/22/2007		P	6,200	A	\$ 21.9	2,150,000	I	Via Trust

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

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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	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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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	Derivative Security		Disposed of (D) (Instr. 3, 4, and 5)		Date Exercisable	Expiration Date	Title	Amount Number Shares
			Code	V (A) (D)				
Put Option (obligation to buy)	\$ 22.5	10/19/2007	X	56,100	07/23/2007	10/20/2007	Common Stock	56,100
Put Option (obligation to buy)	\$ 25	10/20/2007	X	80,000	06/18/2007	10/20/2007	Common Stock	80,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	150,000	06/19/2007	10/20/2007	Common Stock	150,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	60,000	06/20/2007	10/20/2007	Common Stock	60,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	50,000	06/21/2007	10/20/2007	Common Stock	50,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	10,000	08/17/2007	10/20/2007	Common Stock	10,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	1,000	08/23/2007	10/20/2007	Common Stock	1,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	1,000	08/24/2007	10/20/2007	Common Stock	1,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	18,000	09/06/2007	10/20/2007	Common Stock	18,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	10,000	09/19/2007	10/20/2007	Common Stock	10,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	40,000	09/20/2007	10/20/2007	Common Stock	40,000
Put Option (obligation to buy)	\$ 25	10/20/2007	X	79,700	09/21/2007	10/20/2007	Common Stock	79,700
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	223,200	07/23/2007	10/20/2007	Common Stock	223,200

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Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	100,000	07/30/2007	10/20/2007	Common Stock	100,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	35,000	08/14/2007	10/20/2007	Common Stock	35,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	85,000	08/15/2007	10/20/2007	Common Stock	85,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	70,000	08/16/2007	10/20/2007	Common Stock	70,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	20,000	08/17/2007	10/20/2007	Common Stock	20,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	20,000	08/22/2007	10/20/2007	Common Stock	20,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	54,000	08/23/2007	10/20/2007	Common Stock	54,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	49,000	08/24/2007	10/20/2007	Common Stock	49,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	10,000	08/27/2007	10/20/2007	Common Stock	10,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	13,000	08/30/2007	10/20/2007	Common Stock	13,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	1,000	08/31/2007	10/20/2007	Common Stock	1,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	47,000	09/06/2007	10/20/2007	Common Stock	47,000
Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	5,500	09/18/2007	10/20/2007	Common Stock	5,500
Put Option (obligation to buy)	\$ 25	10/20/2007	E	5,300	09/21/2007	10/20/2007	Common Stock	5,300
Put Option (obligation	\$ 22.5	10/20/2007	E	125,500	09/24/2007	10/20/2007	Common Stock	125,500

to buy)

Put Option (obligation to buy)	\$ 25	10/20/2007	E	100	09/27/2007	10/20/2007	Common Stock	10
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Put Option (obligation to buy)	\$ 22.5	10/20/2007	E	600	09/28/2007	10/20/2007	Common Stock	60
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MIHAYLO STEVEN G P.O BOX 19790 RENO, NV 89511		X		

## Signatures

/s/ Steven  
Mihaylo

10/23/2007

\_\_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).

### Remarks:

This is the first of two Forms filed by the reporting person on the same 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.