

JLF OFFSHORE FUND LTD  
 Form 4  
 December 01, 2006

**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 \*  
 JLF OFFSHORE FUND LTD

2. Issuer Name and Ticker or Trading Symbol  
 E COM VENTURES INC [ECMV]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 11/27/2006

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

PO BOX 896, HARBOUR CENTRE, 2ND FL, NORTH CHURCH ST

(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  
 \_\_\_X\_\_\_ Form filed by More than One Reporting Person

GRAND CAYMAN, BRITISH W INDIES, E9 00000

(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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	11/27/2006		P	2,349 A \$ 18.85	304,923	D <sup>(1)</sup>	
Common Stock	11/27/2006		P	0 A \$ 0	304,923	I	Footnote <sup>(2)</sup>
Common Stock	11/27/2006		P	1,886 A \$ 18.85	241,933	I	Footnote <sup>(3)</sup>
Common Stock	11/28/2006		P	18,594 A \$ 20.32	323,517	D <sup>(1)</sup>	
	11/28/2006		P	0 A \$ 0	323,517	I	

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Common Stock									Footnote (2)
Common Stock	11/28/2006	P	14,706	A	\$ 20.32	256,459	I		Footnote (3)
Common Stock	11/29/2006	P	4,474	A	\$ 19.96	327,991	D (1)		
Common Stock	11/29/2006	P	0	A	\$ 0	327,991	I		Footnote (2)
Common Stock	11/29/2006	P	3,526	A	\$ 19.96	259,985	I		Footnote (3)

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

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(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)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JLF OFFSHORE FUND LTD PO BOX 896, HARBOUR CENTRE 2ND FL, NORTH CHURCH ST GRAND CAYMAN, BRITISH W INDIES, E9 00000		X		
FEINBERG JEFF C/O JLF ASSET MANAGEMENT, LLC 2775 VIA DE LA VALLE, SUITE 204		X		

DEL MAR, CA 92014

## Signatures

JLF Offshore Fund, Ltd (+) By: /s/ Jeffrey L. Feinberg	12/01/2006
**Signature of Reporting Person	Date
/s/ Jeffery L. Feinberg(+)	12/01/2006
**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 securities are owned by JLF Offshore Fund, Ltd. (the "Fund"), which is a reporting person.  
These securities are held in the account of the Fund. Jeffrey Feinberg has investment discretion over the securities by virtue of Jeffrey Feinberg's position in the Investment Manager of the Fund. Jeffrey Feinberg hereby disclaims beneficial ownership over the shares reported on this Form 4 except to the extent of his pecuniary interest therein.
- (2) These securities are held in the accounts of unregistered investment companies over which Jeffrey Feinberg has investment discretion by virtue of his positions in the general partner or investment manager, as applicable, of said entities. Jeffrey Feinberg hereby disclaims beneficial ownership over the shares reported on this Form 4 except to the extent of his pecuniary interest therein.
- (3) These securities are held in the accounts of unregistered investment companies over which Jeffrey Feinberg has investment discretion by virtue of his positions in the general partner or investment manager, as applicable, of said entities. Jeffrey Feinberg hereby disclaims beneficial ownership over the shares reported on this Form 4 except to the extent of his pecuniary interest therein.

### Remarks:

(+) Jeffrey Feinberg hereby disclaims beneficial ownership over the shares reported on this Form 4 except to the extent of his pecuniary interest therein.

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.