

IMERGENT INC  
Form 3  
October 09, 2007

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 *			2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â MIHAYLO STEVEN G			(Month/Day/Year)	IMERGENT INC [IIG]	
(Last)	(First)	(Middle)	09/27/2007	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
P.O BOX 19790				(Check all applicable)	6. Individual or Joint/Group Filing(Check Applicable Line)
(Street)				<input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner	<input checked="" type="checkbox"/> Form filed by One Reporting Person
RENO,Â NVÂ 89511				<input type="checkbox"/> Officer <input type="checkbox"/> Other (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
(City)	(State)	(Zip)			

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	1,095,700	I	Via Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of	

Edgar Filing: IMERGENT INC - Form 3

				Shares		(I) (Instr. 5)	
Put Option (obligation to buy)	06/18/2007	10/20/2007	Common Stock	80,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	06/19/2007	10/20/2007	Common Stock	150,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	06/20/2007	10/20/2007	Common Stock	60,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	06/21/2007	10/20/2007	Common Stock	50,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	07/23/2007	10/20/2007	Common Stock	279,300	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	07/30/2007	10/20/2007	Common Stock	100,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/14/2007	10/20/2007	Common Stock	35,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/15/2007	10/20/2007	Common Stock	85,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/16/2007	10/20/2007	Common Stock	70,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/17/2007	10/20/2007	Common Stock	20,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/17/2007	10/20/2007	Common Stock	10,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	08/22/2007	10/20/2007	Common Stock	20,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/23/2007	10/20/2007	Common Stock	54,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/23/2007	10/20/2007	Common Stock	1,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	08/24/2007	10/20/2007	Common Stock	49,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/24/2007	10/20/2007	Common Stock	1,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	08/27/2007	10/20/2007	Common Stock	10,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/30/2007	10/20/2007	Common Stock	13,000	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	08/31/2007	10/20/2007	Common Stock	1,000	\$ 22.5	I	Via Trust
	09/06/2007	10/20/2007		47,000	\$ 22.5	I	Via Trust

Edgar Filing: IMERGENT INC - Form 3

Option Type	Start Date	End Date	Common Stock	Quantity	Price	Code	Notes
Put Option (obligation to buy)			Common Stock				
Put Option (obligation to buy)	09/06/2007	10/20/2007	Common Stock	18,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	09/18/2007	10/20/2007	Common Stock	5,500	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	09/19/2007	10/20/2007	Common Stock	10,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	09/20/2007	10/20/2007	Common Stock	40,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	09/21/2007	10/20/2007	Common Stock	85,000	\$ 25	I	Via Trust
Put Option (obligation to buy)	09/24/2007	10/20/2007	Common Stock	125,500	\$ 22.5	I	Via Trust
Call Option (right to buy)	09/25/2007	10/20/2007	Common Stock	105,600	\$ 22.5	I	Via Trust
Call Option (right to buy)	09/27/2007	10/20/2007	Common Stock	4,400	\$ 22.5	I	Via Trust
Put Option (obligation to buy)	09/27/2007	10/20/2007	Common Stock	100	\$ 25	I	Via Trust

## Reporting Owners

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

## Signatures

/s/ Steven Mihaylo  
10/09/2007

\_\_Signature of Reporting Person  
Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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).

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.