#### Edgar Filing: Hanft Noah J - Form 4

Hanft Noah J											
Form 4											
March 02, 20	11										
FORM	4									PPROVAL	
	UNITEL	) STATES		ITIES A hington,			NGE (	COMMISSION	OMB Number:	3235-0287	
Check this if no longe	ər								Expires:	January 31, 2005	
subject to	STATE	STATEMENT OF CHANGES IN BENEFICIAL OWNERS					NERSHIP OF	Estimated average			
Section 16		SECURITIES							burden hours per		
Form 4 or Form 5		Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,							response	0.5	
obligation								f 1935 or Sectio	'n		
may conti	nue.		) of the Inv	•	•	- ·			<b>)</b> ]]		
See Instru- 1(b).	ction	50(II)	) of the my	vestilient v	company	y Act	0117				
1(0).											
(Print or Type R	esponses)										
				2. Issuer Name <b>and</b> Ticker or Trading				5. Relationship of Issuer	f Reporting Per	rson(s) to	
Hanft Noah .	•	Symbol									
			MASTE	RCARD	INC [MA	<b>4</b> ]		(Cheo	ck all applicable	e)	
(Last)	(First)	(Middle)		Earliest Tra	ansaction						
				(Month/Day/Year)				Director X Officer (give		6 Owner er (specify	
2000 PUKCI	TASE SIKEE	1	02/28/20	)11				below)	below)		
								General C	Counsel & Corp	o. Sec.	
	(Street)		4. If Amer	ndment, Dat	te Original			6. Individual or J	oint/Group Fili	ng(Check	
			Filed(Mon	th/Day/Year)	)			Applicable Line)	One Deporting D		
DUDCUASE	E, NY 10577-25	500						_X_ Form filed by Form filed by M	More than One R		
FURCHASE	a, INT 10377-25	009						Person			
(City)	(State)	(Zip)	Table	e I - Non-D	erivative S	Securi	ties Ac	quired, Disposed o	f, or Beneficia	lly Owned	
1.Title of	2. Transaction D	ate 2A. Dee	emed	3.	4. Securi	ties		5. Amount of	6. Ownership	7. Nature of	
Security	(Month/Day/Yea	ar) Executi	on Date, if		onAcquired			Securities	Form: Direct	Indirect	
(Instr. 3)		any (Month	CodeDisposed of (D)/Day/Year)(Instr. 8)(Instr. 3, 4 and 5)					Beneficially Owned		Beneficial Ownership	
		(Wonth	/Day/Teal)	(Instr. 0)	(111501. 5,	+ anu	5)	Following	(Instr. 4)	(Instr. 4)	
						(A)		Reported			
						or		Transaction(s) (Instr. 3 and 4)			
				Code V	Amount	(D)	Price	(Instr. 5 and 4)			
Class A	02/20/2011				2,860	٨	¢ 0	11.069	D		
Common	02/28/2011			А	(1)	Α	\$0	11,968	D		

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

Stock

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)

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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. Transactic Code (Instr. 8)	5. Number on f 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 1 5 (
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option (right to buy)	\$ 240.36	03/01/2011		A	6,180	(2)	03/01/2021	Class A Common Stock	6,180	

## **Reporting Owners**

Reporting Owner Name / Address						
	Director	10% Owner	Officer	Other		
Hanft Noah J			General			
2000 PURCHASE STREET	Counsel &					
PURCHASE, NY 10577-2509			Corp. Sec.			

### Signatures

/s/ Bart S. Goldstein attorney in fact for Noah J. Hanft pursuant to Power of Attorney dated 03/02/2011 July 24, 2006

<u>\*\*</u>Signature of Reporting Person

# **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) Settlement of performance stock units in shares of Class A Common Stock.

(2) The employee stock options vest in four equal installments beginning March 1, 2012.

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.

Date

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