

AUTOINFO INC
Form 4
October 21, 2009

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
EINSELEN PETER C

(Last) (First) (Middle)

C/O AUTOINFO, INC., 6413
CONGRESS AVENUE, SUITE 260

(Street)

BOCA RATON, FL 33487

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
AUTOINFO INC [AUTO]

3. Date of Earliest Transaction
(Month/Day/Year)
01/06/2009

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner
☐ Officer (give title below) ☐ Other (specify below)

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ Form filed by One Reporting Person
☐ Form filed by More than One Reporting
Person

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	10/12/2009		M		25,000	A	\$ 0.35
					325,000		D

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

**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
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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)

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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. 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 Underlying (Instr. 3 and
						Date Exercisable	Expiration Date	Title
				Code	V	(A)	(D)	
Option	\$ 0.32	01/06/2009		A		100,000		03/31/2009 ⁽³⁾ 01/06/2015 Common Stock
Option	\$ 0.35	10/12/2009		M		25,000	⁽¹⁾	10/12/2009 Common Stock
Option	\$ 0.65						⁽¹⁾	01/12/2010 Common Stock ⁽¹⁾
Option	\$ 0.495						⁽¹⁾	04/15/2010 Common Stock ⁽¹⁾
Option	\$ 0.55						⁽¹⁾	07/15/2010 Common Stock ⁽¹⁾
Option	\$ 0.46						⁽¹⁾	10/17/2010 Common Stock ⁽¹⁾
Option	\$ 0.65						⁽¹⁾	01/26/2011 Common Stock ⁽¹⁾
Option	\$ 0.88						⁽¹⁾	04/02/2011 Common Stock ⁽¹⁾
Option	\$ 1.48						⁽¹⁾	07/14/2011 Common Stock ⁽¹⁾
Option	\$ 1.16						⁽¹⁾	10/12/2011 Common Stock ⁽¹⁾
Option	\$ 1.173						⁽¹⁾	01/10/2013 Common Stock ⁽¹⁾
Option	\$ 0.2						⁽¹⁾	07/29/2013 ⁽¹⁾ Common Stock
Option	\$ 0.24						⁽¹⁾	10/20/2013 Common Stock ⁽¹⁾
Option	\$ 0.84						⁽¹⁾	01/08/2014 Common Stock ⁽¹⁾

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
EINSELEN PETER C C/O AUTOINFO, INC.	X

6413 CONGRESS AVENUE, SUITE 260
BOCA RATON, FL 33487

Signatures

Peter C.
Einselen 10/12/2009

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) Immediately.
- (2) Not applicable.
- (3) Exercisable as follows: (i) to purchase 25,000 shares of common stock beginning on 3/31/2009; and (ii) to purchase an additional 25,000 shares of common stock beginning on each of 6/30/2009, 9/30/2009 and 12/31/2009.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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