

GELLER LEON
Form 4
February 14, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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 *
GELLER LEON

(Last) (First) (Middle)
251 INTERNATIONAL
PARKWAY
(Street)

SUNRISE, FL 33325

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
02/12/2007

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)
VP

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)
				(A) or (D)	Price		
Common Stock	02/12/2007	02/12/2007	M	5,000	A \$ 3.52	5,000	D
Common Stock	02/12/2007	02/12/2007	S	1,529	D \$ 26.75	3,471	D
Common Stock	02/12/2007	02/12/2007	S	100	D \$ 26.72	3,371	D
Common Stock	02/12/2007	02/12/2007	S	100	D \$ 26.71	3,271	D
Common Stock	02/12/2007	02/12/2007	S	800	D \$ 26.7	2,471	D

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Common Stock	02/12/2007	02/12/2007	S	199	D	\$ 26.62	2,272	D
Common Stock	02/12/2007	02/12/2007	S	400	D	\$ 26.61	1,872	D
Common Stock	02/12/2007	02/12/2007	S	201	D	\$ 26.6	1,671	D
Common Stock	02/12/2007	02/12/2007	S	201	D	\$ 26.59	1,470	D
Common Stock	02/12/2007	02/12/2007	S	99	D	\$ 26.58	1,371	D
Common Stock	02/12/2007	02/12/2007	S	99	D	\$ 26.57	1,272	D
Common Stock	02/12/2007	02/12/2007	S	200	D	\$ 26.56	1,072	D
Common Stock	02/12/2007	02/12/2007	S	99	D	\$ 26.55	973	D
Common Stock	02/12/2007	02/12/2007	S	99	D	\$ 26.54	874	D
Common Stock	02/12/2007	02/12/2007	S	874	D	\$ 26.5	0	D

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 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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Non-qualified Stock Options	\$ 3.52	02/12/2007	02/12/2007	M	5,000	03/16/2001	03/16/2011	Common Stock	5,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GELLER LEON 251 INTERNATIONAL PARKWAY SUNRISE, FL 33325			VP	

Signatures

/s/ Leon Gelles 02/14/2007

__Signature of Date
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).

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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