

ROTMAN GREGORY  
Form 4  
September 28, 2011

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
ROTMAN GREGORY

2. Issuer Name and Ticker or Trading Symbol  
PAID INC [PAYD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
C/O PAID, INC., 4 BRUSSELS STREET

3. Date of Earliest Transaction (Month/Day/Year)  
09/26/2011

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

(Street)  
WORCESTER, MA 01610

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

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock                    | 09/26/2011                           |  | X                              | V Amount \$ 1,000,000 (A) or (D) Price 0.041                      | 3,998,633 <sup>(1)</sup>  | D  |   |
| Common Stock                    | 09/26/2011                           |  | S                              | V Amount \$ 1,500,000 (A) or (D) Price 0.185                      | 2,498,633 <sup>(1)</sup>  | D  |   |
| Common Stock                    | 09/26/2011                           |  | S                              | V Amount \$ 225,000 (A) or (D) Price 0.205                        | 2,273,633 <sup>(1)</sup>  | D  |   |
| Common Stock                    | 09/28/2011                           |  | G                              | V Amount \$ 84,000 (A) or (D) Price 0                             | 2,189,633 <sup>(1)</sup>  | 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 number.

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 Securities (Instr. 3 and 4) |       |                         |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------|-------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title | Amount Number of Shares |
| Stock Option (Right to Buy)                | \$ 0.041   | 09/26/2011                           |  | X                              | 1,000,000   | 04/11/2003 10/12/2012                                    | Common Stock  | 1,000 |                         |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |           |       |
|--|---------------|-----------|-----------|-------|
|  | Director      | 10% Owner | Officer   | Other |
| ROTMAN GREGORY<br>C/O PAID, INC.<br>4 BRUSSELS STREET<br>WORCESTER, MA 01610 | X             |           | President |       |

## Signatures

/s/ Gregory  
Rotman

09/28/2011

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) Reporting Person also holds 240,000 shares indirectly through his sons.

(2) Reporting Person also owns options to purchase 2,500,000 shares of Common Stock at \$.415 per share subject to vesting requirements.

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.