

IMMERSION CORP  
Form 4  
January 30, 2015

**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 \*  
MASHAAL RICHARD R

(Last) (First) (Middle)

C/O RIMA SENVEST  
MANAGEMENT, L.L.C., 540  
MADISON AVENUE, 32ND  
FLOOR

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
IMMERSION CORP [IMMR]

3. Date of Earliest Transaction  
(Month/Day/Year)  
01/28/2015

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 or Disposed of (A) or (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, \$0.001 par value per share	01/28/2015		S	4,710 D	\$ 9.5532 5,404,302	I	See Footnotes (1) (2)
Common Stock, \$0.001 par value per share	01/28/2015		S	30,000 D	\$ 9.4933 5,374,302	I	See Footnotes (1) (2)

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Common Stock, \$0.001 par value per share	01/28/2015	S	55,418	D	\$ 9.4646	5,318,884	I	See Footnotes <u>(1)</u> <u>(2)</u>
Common Stock, \$0.001 par value per share	01/29/2015	S	30,000	D	\$ 9.5043	5,288,884	I	See Footnotes <u>(1)</u> <u>(2)</u>
Common Stock, \$0.001 par value per share	01/29/2015	S	32,000	D	\$ 9.55	5,256,884	I	See Footnotes <u>(1)</u> <u>(2)</u>
Common Stock, \$0.001 par value per share	01/29/2015	S	2,000	D	\$ 9.707	5,254,884	I	See Footnotes <u>(1)</u> <u>(2)</u>
Common Stock, \$0.001 par value per share	01/30/2015	S	300	D	\$ 9.56	5,254,584	I	See Footnotes <u>(1)</u> <u>(2)</u>
Common Stock, \$0.001 par value per share	01/30/2015	S	14,929	D	\$ 9.4862	5,239,655	I	See Footnotes <u>(1)</u> <u>(2)</u>
Common Stock, \$0.001 par value per share	01/30/2015	S	59,084	D	\$ 9.4399	5,180,571	I	See Footnotes <u>(1)</u> <u>(2)</u>
Common Stock, \$0.001 par value per share	01/30/2015	S	18,446	D	\$ 9.4619	5,162,125	I	See Footnotes <u>(1)</u> <u>(2)</u>

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

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SEC 1474  
(9-02)

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**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)	8. Price of Derivative Security (Instr. 5)	9. Nu
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MASHAAL RICHARD R C/O RIMA SENVEST MANAGEMENT, L.L.C. 540 MADISON AVENUE, 32ND FLOOR NEW YORK, NY 10022		X		
RIMA SENVEST MANAGEMENT, L.L.C. 540 MADISON AVENUE 32ND FLOOR NEW YORK, NY 10022		X		

## Signatures

/s/ Richard R. Mashaal 01/30/2015  
\_\_Signature of Reporting Person Date

/s/ RIMA Senvest Management, L.L.C. by /s/ Richard R. Mashaal 01/30/2015  
\_\_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) These securities are held in the accounts of Senvest Master Fund, L.P. and Senvest Israel Partners, L.P. (the "RIMA Funds") and Senvest International L.L.C. (collectively with the RIMA Funds, the "Investment Vehicles"). RIMA Senvest Management, L.L.C. ("RIMA Senvest") serves as investment manager and general partner of each of the RIMA Funds. Richard Mashaal is the managing member of RIMA Senvest and is president of, exercising investment and voting control over, Senvest International L.L.C. RIMA Senvest may be deemed to have investment and voting control over the securities held by the RIMA Funds by virtue of RIMA Senvest's position as investment manager and general partner of each of the RIMA Funds. Mr. Mashaal may be deemed to have investment and voting control over the securities held by the Investment Vehicles by virtue of Mr. Mashaal's status as the managing member of RIMA Senvest and his

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investment and voting control over Senvest International L.L.C.

- For convenience, the Reporting Persons have included all securities held by the Investment Vehicles, including securities in excess of the Reporting Persons' pecuniary interest. Each Reporting Person disclaims beneficial ownership of the securities reported herein except to
- (2) the extent of his or its pecuniary interest therein. The filing of this statement shall not be deemed to be an admission that, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the Reporting Persons are the beneficial owners of any securities reported herein.

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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