

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
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| | | |
|---|---|---|
| 1. Name and Address of Reporting Person* <u>Keane Robert S</u> (Last) (First) (Middle) <u>C/O VISTAPRINT USA, INCORPORATED</u> <u>95 HAYDEN AVENUE</u> (Street) <u>LEXINGTON MA 02421</u> (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>VISTAPRINT LTD [VPRT]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>CEO Pres. & Chair. of the BODs</u> |
| | 3. Date of Earliest Transaction (Month/Day/Year) <u>10/30/2007</u> | |
| | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Shares | 10/30/2007 | | s ⁽¹⁾ | | 432 | D | \$46.98 | 1,362,643 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 500 | D | \$46.97 | 1,362,143 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 145 | D | \$46.95 | 1,361,998 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 1,022 | D | \$46.94 | 1,360,976 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 100 | D | \$46.93 | 1,360,876 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 100 | D | \$46.91 | 1,360,776 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 8,300 | D | \$46.9 | 1,352,476 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 1,477 | D | \$46.85 | 1,350,999 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 597 | D | \$46.87 | 1,350,402 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 1,824 | D | \$46.74 | 1,348,578 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 500 | D | \$46.73 | 1,348,078 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 100 | D | \$46.71 | 1,347,978 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 879 | D | \$46.7 | 1,347,099 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 500 | D | \$46.88 | 1,346,599 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 400 | D | \$46.89 | 1,346,199 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 200 | D | \$46.86 | 1,345,999 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 523 | D | \$46.83 | 1,345,476 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | s | | 1,638 | D | \$46.81 | 1,343,838 | I | See Footnote ⁽²⁾ |

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Shares | 10/30/2007 | | S | | 1,356 | D | \$46.84 | 1,342,482 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 1,149 | D | \$46.82 | 1,341,333 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 400 | D | \$46.79 | 1,340,933 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 400 | D | \$46.78 | 1,340,533 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 200 | D | \$46.77 | 1,340,333 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 300 | D | \$46.75 | 1,340,033 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 1,097 | D | \$46.65 | 1,338,936 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 1,045 | D | \$46.68 | 1,337,891 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 800 | D | \$46.66 | 1,337,091 | I | See Footnote ⁽²⁾ |
| Common Shares | 10/30/2007 | | S | | 700 | D | \$46.72 | 1,336,391 | I | See Footnote ⁽²⁾ |

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 Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | | | | | |

Explanation of Responses:

- Separate sale transactions that were executed on 10/30/07 at the same price have been reported on an aggregate basis on a single line in Table I. The order in which sale transactions are set forth in Table I is not necessarily reflective of the sequence in which the sale transactions occurred in fact.
- Shares held by the Robert and Heather Keane Nevis Trust. Mr. Keane disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

Remarks:

This is the first Form 4 of five Form 4 filings made by the reporting person to report transactions that occurred on October 30, 31 and November 1, 2007.

/s/ Lawrence A. Gold as
Attorney in Fact for Robert S. Keane 11/01/2007
Keane

** Signature of Reporting Person Date

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

* 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.

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 Number.