

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	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* SMITH THOMAS W			2. Issuer Name and Ticker or Trading Symbol VISTAPRINT N.V. [VPRT]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) Member of Section 13(d) Group		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 07/11/2012			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
323 RAILROAD AVENUE			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) GREENWICH CT 06830								
(City)	(State)	(Zip)						

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 Stock	07/11/2012		P		40,000	A	\$30.9179	726,800	I	By Idoya Partners L.P. (1)
Common Stock	07/11/2012		P		10,000	A	\$30.9179	98,094	I	By Prescott Investors Profit Sharing Trust(2)
Common Stock	07/11/2012		P		4,383	A	\$30.6898	731,183	I	By Idoya Partners L.P. (1)
Common Stock	07/11/2012		P		1,096	A	\$30.6898	99,190	I	By Prescott Investors Profit Sharing Trust(2)
Common Stock	07/12/2012		P		34,306	A	\$30.4857	765,489	I	By Idoya Partners L.P. (1)
Common Stock	07/12/2012		P		8,576	A	\$30.4857	107,766	I	By Prescott Investors Profit Sharing Trust(2)
Common Stock	07/13/2012		P		44,000	A	\$31.2728	809,489	I	By Idoya Partners L.P. (1)
Common Stock	07/13/2012		P		3,000	A	\$31.2728	110,766	I	By Prescott Investors Profit Sharing Trust(2)
Common Stock								1,436,679	D(3)	
Common Stock								3,070,464	I	By Prescott Associates L.P.(4)
Common Stock								110,815	I	By Prescott International Partners L.P. (5)

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 Stock								56,400	I	By Thomas W. Smith Family Accounts ⁽⁶⁾
Common Stock								15,000	I	By Thomas W. Smith Foundation ⁽⁷⁾
Common Stock								72,174	I	By Scott J. Vassalluzzo Family Accounts ⁽⁸⁾

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					

1. Name and Address of Reporting Person*
[SMITH THOMAS W](#)

 (Last) (First) (Middle)
[323 RAILROAD AVENUE](#)

 (Street)
[GREENWICH CT 06830](#)

 (City) (State) (Zip)

1. Name and Address of Reporting Person*
[VASSALLUZZO SCOTT J](#)

 (Last) (First) (Middle)
[323 RAILROAD AVENUE](#)

 (Street)
[GREENWICH CT 06830](#)

 (City) (State) (Zip)

1. Name and Address of Reporting Person*
[Prescott General Partners LLC](#)

 (Last) (First) (Middle)
[323 RAILROAD AVENUE](#)

 (Street)
[GREENWICH CT 06830](#)

 (City) (State) (Zip)

Explanation of Responses:

- These shares are owned directly by Idoya Partners L.P. ("Idoya"), a private investment limited partnership, and are beneficially owned indirectly by Prescott General Partners LLC ("PGP"), a Delaware limited liability company, as general partner of Idoya. PGP disclaims beneficial ownership of these shares in excess of its pecuniary interest under Rule 16a-1(a)(2)(ii)(B). The address for Idoya is 323 Railroad Ave, Greenwich, CT 06830.
- These shares are owned directly by the Prescott Investors Profit Sharing Trust (the "Trust") and are beneficially owned indirectly by Messrs. Thomas W. Smith and Scott J. Vassalluzzo as trustees of the Trust. Messrs. Smith and Vassalluzzo each disclaims beneficial ownership of these shares in excess of his pecuniary interest under Rule 16a-8(b)(2)(ii). The address of the Trust is 323 Railroad Avenue, Greenwich, CT 06830.
- These shares are owned directly by Thomas W. Smith.

4. These shares are owned directly by Prescott Associates L.P. ("Prescott Associates"), a private investment limited partnership, and are beneficially owned indirectly by PGP as general partner of Prescott Associates. PGP disclaims beneficial ownership of these shares in excess of its pecuniary interest under Rule 16a-1(a)(2)(ii)(B). The address for Prescott Associates is 323 Railroad Avenue, Greenwich, CT 06830.

5. These shares are owned directly by Prescott International Partners L.P. ("PIP"), a private investment limited partnership, and are beneficially owned indirectly by PGP as general partner of PIP. PGP disclaims beneficial ownership of these shares in excess of its pecuniary interest under Rule 16a-1(a)(2)(ii)(B). The address for PIP is 323 Railroad Avenue, Greenwich, CT 06830.

6. These shares are owned directly by investment accounts established for the benefit of certain family members of Thomas W. Smith. The inclusion of these shares in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or any other purpose and Mr. Smith disclaims beneficial ownership of these shares except to the extent of his pecuniary interest therein.

7. These shares are owned directly by the Thomas W. Smith Foundation (the "Foundation") and are beneficially owned indirectly by the Mr. Smith as trustee of the Foundation. Mr. Smith disclaims beneficial ownership of these shares in excess of his pecuniary interest under 16a-8(b)(2)(ii). The address for the Foundation is 323 Railroad Avenue, Greenwich, CT 06830.

8. These shares are owned directly by investment accounts established for the benefit of certain family members of Scott J. Vassalluzzo. The inclusion of these shares in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or any other purpose and Mr. Vassalluzzo disclaims beneficial ownership of these shares except to the extent of his pecuniary interest therein.

/s/ Thomas W. Smith 07/13/2012

/s/ Scott J. Vassalluzzo 07/13/2012

/s/ Scott J. Vassalluzzo,

Managing Member,

PRESCOTT GENERAL 07/13/2012

PARTNERS LLC

** 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.