

JLF OFFSHORE FUND LTD
 Form 4
 December 01, 2006

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

OMB APPROVAL

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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 *
 JLF OFFSHORE FUND LTD

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 11/27/2006

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

PO BOX 896, HARBOUR CENTRE, 2ND FL, NORTH CHURCH ST

(Street)

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

6. Individual or Joint/Group Filing (Check Applicable Line)
 ___ Form filed by One Reporting Person
 ___X___ Form filed by More than One Reporting Person

GRAND CAYMAN, BRITISH W INDIES, E9 00000

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | | (A) or (D) Code V Amount Price | | | |
| Common Stock | 11/27/2006 | | P | A \$ 2,349 18.85 | 304,923 | D ⁽¹⁾ | |
| Common Stock | 11/27/2006 | | P | A \$ 0 | 304,923 | I | Footnote ⁽²⁾ |
| Common Stock | 11/27/2006 | | P | A \$ 1,886 18.85 | 241,933 | I | Footnote ⁽³⁾ |
| Common Stock | 11/28/2006 | | P | A \$ 18,594 20.32 | 323,517 | D ⁽¹⁾ | |
| | 11/28/2006 | | P | A \$ 0 | 323,517 | I | |

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|--------------|------------|---|--------|---|----------|---------|-------|--------------|
| Common Stock | | | | | | | | Footnote (2) |
| Common Stock | 11/28/2006 | P | 14,706 | A | \$ 20.32 | 256,459 | I | Footnote (3) |
| Common Stock | 11/29/2006 | P | 4,474 | A | \$ 19.96 | 327,991 | D (1) | |
| Common Stock | 11/29/2006 | P | 0 | A | \$ 0 | 327,991 | I | Footnote (2) |
| Common Stock | 11/29/2006 | P | 3,526 | A | \$ 19.96 | 259,985 | I | Footnote (3) |

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.

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(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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Beneficially (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | 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 |
| JLF OFFSHORE FUND LTD PO BOX 896, HARBOUR CENTRE 2ND FL, NORTH CHURCH ST GRAND CAYMAN, BRITISH W INDIES, E9 00000 | | X | | |
| FEINBERG JEFF C/O JLF ASSET MANAGEMENT, LLC 2775 VIA DE LA VALLE, SUITE 204 | | X | | |

DEL MAR, CA 92014

Signatures

| | |
|---|------------|
| JLF Offshore Fund, Ltd (+) By: /s/ Jeffrey L. Feinberg | 12/01/2006 |
|---|------------|

| | |
|---|------|
| <u> </u> **Signature of Reporting Person | Date |
|---|------|

| | |
|----------------------------|------------|
| /s/ Jeffery L. Feinberg(+) | 12/01/2006 |
|----------------------------|------------|

| | |
|---|------|
| <u> </u> **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 owned by JLF Offshore Fund, Ltd. (the "Fund"), which is a reporting person.

These securities are held in the account of the Fund. Jeffrey Feinberg has investment discretion over the securities by virtue of Jeffrey

(2) Feinberg's position in the Investment Manager of the Fund. Jeffrey Feinberg hereby disclaims beneficial ownership over the shares reported on this Form 4 except to the extent of his pecuniary interest therein.

These securities are held in the accounts of unregistered investment companies over which Jeffrey Feinberg has investment discretion by

(3) virtue of his positions in the general partner or investment manager, as applicable, of said entities. Jeffrey Feinberg hereby disclaims beneficial ownership over the shares reported on this Form 4 except to the extent of his pecuniary interest therein.

Remarks:

(+) Jeffrey Feinberg hereby disclaims beneficial ownership over the shares reported on this Form 4 except to the extent of his pecuniary interest therein.

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.