#### EINSELEN PETER C

Form 4

February 17, 2011

### FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB Number:

3235-0287

Expires:

January 31, 2005

0.5

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**OMB APPROVAL** 

response...

if no longer subject to Section 16. Form 4 or

Check this box

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \* EINSELEN PETER C

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to

Issuer

below)

(Last)

(First)

(Middle)

**AUTOINFO INC [AUTO]** 3. Date of Earliest Transaction

X\_ Director Officer (give title

10% Owner Other (specify

C/O AUTOINFO, INC., 6413

(Street)

CONGRESS AVENUE. SUITE 260

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

(Check all applicable)

Filed(Month/Day/Year)

(Month/Day/Year)

02/15/2011

Applicable Line)

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

BOCA RATON, FL 33487

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)

2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if

(Month/Day/Year)

3. 4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5)

5. Amount of Securities Beneficially Owned Following

6. Ownership 7. Nature of Form: Direct Indirect (D) or Beneficial Indirect (I) Ownership (Instr. 4) (Instr. 4)

Reported Transaction(s)

(A) or (Instr. 3 and 4)

Code V Amount (D) Price

306,431 D

Common Stock

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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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. Transactic Code (Instr. 8)	5. Number on Derivative Securities Acquired (Disposed of (Instr. 3, 4, 5)	A) or of (D)	6. Date Exercisab Expiration Date (Month/Day/Year		7. Title and A Underlying S (Instr. 3 and 4	Securitie
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amous Numb Shares
Option	\$ 0.76	02/15/2011		A	200,000		02/15/2012(1)	02/15/2017	Common Stock	200,0
Option	\$ 0.46						(3)	08/27/2016	Common Stock	100,0
Option	\$ 0.88						<u>(3)</u>	04/02/2011	Common Stock	25,0
Option	\$ 1.48						<u>(3)</u>	07/14/2011	Common Stock	25,0
Option	\$ 1.16						<u>(3)</u>	10/12/2011	Common Stock	25,0
Option	\$ 1.173						<u>(3)</u>	01/10/2013	Common Stock	100,0
Option	\$ 0.2						<u>(3)</u>	07/29/2013	Common Stock	10,0
Option	\$ 0.24						<u>(3)</u>	10/20/2013	Common Stock	12,5
Option	\$ 0.84						<u>(3)</u>	01/08/2014	Common Stock	100,0
Option	\$ 0.32						<u>(3)</u>	01/06/2015	Common Stock	100,0

# **Reporting Owners**

Reporting Owner Name / Address	Keiationsinps					
	Director	10% Owner	Officer	Othe		

X

EINSELEN PETER C C/O AUTOINFO, INC. 6413 CONGRESS AVENUE, SUITE 260 BOCA RATON, FL 33487

## **Signatures**

Reporting Person

Peter C.	02/16/2011		
Einselen			
**Signature of	Date		

Reporting Owners 2

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### **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) This stock option, granted on 2/15/11, vests in 1/5 increments on each of the 1st through 5th anniversaries of the grant date.
- (2) Not applicable.
- (3) Immediately.

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.