

Virgin Mobile USA, Inc.
Form 3
October 10, 2007

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Lurie Peter		(Month/Day/Year)	Virgin Mobile USA, Inc. [NYSE : VM]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
10 INDEPENDENCE BLVD,		10/10/2007	(Check all applicable)	
2ND FLOOR			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below)	
WARREN,Â NJÂ 07059			GENERAL COUNSEL & SECRETARY	
(City)	(State)	(Zip)	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	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
------------------------------------	--	---	--

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

SEC 1473 (7-02)

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.

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable Expiration Date	Title Amount or Number of Shares			

(Instr. 5)

	Â (3)	Â (3)	Class A Common Stock (1)	10,243 (4)	\$ (4)	D	Â
Class D Units of Virgin Mobile USA, LLC (1) (2)	Â (3)	Â (3)	Class A Common Stock (1)	10,243 (4)	\$ (4)	D	Â
Options to Purchase Class D Units (right to buy) (5)	Â (6)	09/03/2012	Class A Common Stock (5)	57,617 (4)	\$ 10.98 (4)	D	Â
Options to Purchase Class D Units (right to buy) (5)	Â (7)	01/13/2015	Class A Common Stock (5)	27,741 (4)	\$ 17.45 (4)	D	Â
Options to Purchase Class D Units (right to buy) (5)	Â (8)	07/01/2015	Class A Common Stock (5)	12,804 (4)	\$ 17.45 (4)	D	Â
Stock Appreciation Rights (9)	Â (9)	06/01/2012	Class A Common Stock (9)	25,607 (4)	\$ 17.45 (4)	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lurie Peter 10 INDEPENDENCE BLVD, 2ND FLOOR WARREN, NJ 07059	Â	Â	Â GENERAL COUNSEL & SECRETARY	Â

Signatures

/s/ Nathan Marinoff, 10/10/2007
Attorney-in-Fact

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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).
- Exchangeable for shares of Class A Common Stock of Virgin Mobile USA, Inc ("Class A Common Stock"), pursuant to the
- (1) Reorganization and Purchase Agreement, dated as of October 10, 2007, by and among the Company, Virgin Mobile USA, LLC and other parties thereto (the "Reorganization Agreement").
 - (2) Mr. Lurie's restricted Class D Units of Virgin Mobile USA, LLC ("Class D Units"), consisting of 24 units (which are exchangeable for 10,243 restricted shares of Class A Common Stock pursuant to the Reorganization Agreement) based on the assumed exchange rate described below, were granted on May 23, 2007 and will vest 25% on May 23, 2008, 25% on May 23, 2009, 25% on May 23, 2010 and 25% on May 23, 2011.
 - (3) Not applicable.
 - (4) Based upon an assumed exchange ratio of 426.79 shares of Class A Common Stock for one LLC Unit.
 - (5) Exchangeable for stock options to purchase shares of Class A Common Stock pursuant to the Reorganization Agreement.
 - (6) These options to purchase Class D Units were granted on September 3, 2002 and are fully vested.
 - (7)

Edgar Filing: Virgin Mobile USA, Inc. - Form 3

These options to purchase Class D Units were granted on January 13, 2005 and are 75% vested as of August 3, 2007 and will vest 25% on August 3, 2008.

- (8) These options to purchase Class D Units were granted on July 1, 2005 and are vested 50% as of July 1, 2007, will vest 25% on July 1, 2008 and 25% on July 1, 2009.

- (9) Mr. Lurie's Stock Appreciation Rights were granted on June 1, 2006, and will convert as of October 10, 2007 into options to purchase 25,607 shares of Class A Common Stock pursuant to the Reorganization Agreement based on the assumed exchange rate described below. They, vested 25% as of June 1, 2007, will vest 25% on June 1, 2008, 25% on June 1, 2009 and 25% on June 1, 2010.

Â

Remarks:

Exhibit 24.1 - Power of Attorney

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.