

INTERNATIONAL ASSETS HOLDING CORP

Form 4

August 09, 2001

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| FORM 4 |
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U.S. SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

[] 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
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(f) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person

RUSH JEFFREY L.
(Last) (First) (Middle)

250 PARK AVENUE SOUTH/SUITE 200
(Street)

WINTER PARK FL 32789
(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol INTERNATIONAL ASSETS HOLDING
CORPORATION --IAAC

3. IRS or Social Security Number of Reporting Person, (Voluntary)

4. Statement for Month/Year JULY, 2001

5. If Amendment, Date of Original (Month/Year)

6. Relationship of Reporting Person to Issuer (Check all applicable)

[X] Director [] Officer [] 10% Owner [] Other
(give title below) (specify below)

7. Individual or Joint/Group Filing (Check Applicable Line)

[X] Form filed by One Reporting Person
[] Form filed by More than One Reporting Person

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

1. Title of Security (Instr. 3)	2. Transaction Date (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 at End of Month (Instr. 3 a)
		Code	V	Amount	(A) or (D)	Price	
INTERNATIONAL ASSETS HOLDING CORPORATION COMMON	07/18/01	A		1250	A	2.91	42,059

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

FORM 4 (continued)

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)	4. Transaction Code (Instr. 8)	
			Code	V

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International
Assets Holding
Corp. Option

International
Assets Holding
Corp. Options

	6. Date Exer- cisable and Expiration Date (Month/Day/ Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Deriv- ative Secur- ity (Instr. 5)	9. Numbe of De ative Secur ities Bene- ficia Owned at En of Month (Inst
	Date Exer- cisable	Expira- tion Date	Title	Amount or Number of Shares		

International
Assets Holding
Corp. Option

03/09/02	03/09/06	Common	7,500	3.125	7,500
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International
Assets Holding
Corp. Options

06/04/00	06/04/09	Common	10,900	6.651	18,400
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Explanation of Responses: Stock received pursuant to compensation plan.

/S/ JEFFREY L. RUSH

08/06/01

**Signature of Reporting Person

Date

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** 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 provided is insufficient, see Instruction 6 for procedure.