

OMB APPROVAL	
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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>HOWSTUFFWORKS INC</u> (Last) (First) (Middle) <u>ONE CAPITAL CITY PLAZA</u> <u>3350 PEACHTREE ROAD, SUITE 1500</u> (Street) <u>ATLANTA GA 30326</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>10/02/2007</u>	3. Issuer Name and Ticker or Trading Symbol <u>HSW International, Inc. [HSWI]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person 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)
Common Stock, par value \$0.001	22,940,727	D	

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: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
Warrant to purchase common stock	10/02/2007	11/04/2011	Common stock, par value \$0.001	50,000	9.89	D
Warrant to purchase common stock	10/02/2007	08/28/2012	Common stock, par value \$0.001	37,500	6.4	D
Warrant to purchase common stock	10/02/2007	10/01/2014	Common stock, par value \$0.001	12,500	9.02	D
Warrant to purchase common stock	10/02/2007	12/31/2007	Common stock, par value \$0.001	100,000	15.75	D
Warrant to purchase common stock	10/02/2007	12/31/2007	Common stock, par value \$0.001	112,500	6.4	D
Warrant to purchase common stock	10/02/2007	12/31/2007	Common stock, par value \$0.001	37,500	9.02	D
Warrant to purchase common stock	10/02/2007	07/29/2009	Common stock, par value \$0.001	150,000	3.5	D

Explanation of Responses:

/s/ Bradley Zimmer Assistant Secretary 10/04/2007

** 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 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).

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.