

U.S. SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 4

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

[ ] Check this box if no longer subject of Section 16. Form 4 or Form 5  
obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person

HINZ                                  JONATHAN                                  C.  
-----  
(Last)                                  (First)                                  (Middle)  
  
250 PARK AVENUE S. 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

JANUARY, 2000

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

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

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

CHIEF FINANCIAL OFFICER

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

[x] Form filed by One Reporting Person  
[ ] Form filed by More Than One Reporting Person

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

1. Title of Security (Instr. 3)	2. Transaction Date (mm/dd/yy)	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 and 4)	6. Owner- ship Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
			Amount (A) or (D)	Price			
INTERNATIONAL ASSETS HOLDING CORPORATION COMMON	01/20/00	X	1650	A 2.738	1650	D	
INTERNATIONAL ASSETS HOLDING CORPORATION COMMON	01/21/00	S	1650	D 18.00	0	D	

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. Conver- sion of Exer- cise Price of Deriv- ative Secur- ity	3. Trans- action Date (Month/ Day/ Year)	4. Trans- action Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A) (D)	6. Date Exercisable and Expiration Date (Month/Day/Year) ----- Date Expira- tion Date		7. Title and Amount of Underlying Securities (Instr. 3 and 4) ----- Amount or Number of Shares	8. Price of Deriv- ative Secur- ity (Instr. 5)	9. Number of Deriv- ative Secur- ities Bene- ficially Owned at End of Month (Instr. 4)	10. Owner- ship of Deriv- ative Secur- ity: Direct (D) or In- direct (I) (Instr. 4)	11. Nature of In- direct Benef- icial Owner- ship (Instr. 4)
STOCK OPTION*	\$2.738	01/20/00	X	1650	12/11/99	12/11/06	COMMON 1650	2.738	6600	D	
STOCK OPTION	\$7.8125				12/09/02	12/09/09	COMMON 5,000	7.8125	11,600	D	

Explanation of Responses: \*PARTIAL EXERCISE OF OPTION

20% OF OPTION BECOMES EXERCISABLE ON 12/9/02; 20% BECOMES EXERCISABLE ON 12/9/03; 20% BECOMES EXERCISABLE ON 12/9/04; 20% BECOMES EXERCISABLE ON 12/9/05; AND REMAINING 20% BECOMES EXERCISABLE ON 12/9/06.

/S/ JONATHAN C. HINZ

2/3/00

\*\*Signature of Reporting Person

Date

\*\* 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 procedures.

