#### **ONEILL PATRICIA**

Form 4

August 04, 2010

### FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB

**OMB APPROVAL** 

Number:

3235-0287

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January 31, 2005

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Check this box

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

may continue. See Instruction

1(b).

(Last)

30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \* **ONEILL PATRICIA** 

(First)

2. Issuer Name and Ticker or Trading

Symbol

Issuer

5. Relationship of Reporting Person(s) to

ART TECHNOLOGY GROUP INC

(Check all applicable)

[ARTG]

ONE MAIN STREET

3. Date of Earliest Transaction

(Month/Day/Year)

Director 10% Owner \_X\_\_ Officer (give title \_ Other (specify

08/02/2010

below) SVP, Human Resources

(Street) 4. If Amendment, Date Original

(Middle)

Applicable Line)

Filed(Month/Day/Year)

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

6. Individual or Joint/Group Filing(Check

Person

CAMBRIDGE, MA 02142

| (City)                               | (State)                                 | (Zip) Tab   | le I - Non-l  | Derivative | Secur     | ities Acqui         | red, Disposed of,   | or Beneficiall | y Owned   |
|--------------------------------------|---|---|---|------------|-----------|---------------------|---|----------------|---|
| 1.Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. 4. Securities Acquired (A) Transactionor Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) |            |           |                     | 5. Amount of 6. Securities Or Beneficially For Owned Displaying or Reported (I) | Ownership      | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|                                      |   |   | Code V  | Amount     | or<br>(D) | Price               | (Instr. 3 and 4)  |                |   |
| Common Stock (1)                     | 08/02/2010                              |   | M   | 20,000     | A         | \$ 2.13             | 61,288  | D              |   |
| Common Stock (2)                     | 08/02/2010                              |   | S   | 20,000     | D         | \$ 3.6165 (3)       | 41,288  | D              |   |
| Common Stock (1)                     | 08/02/2010                              |   | M   | 25,000     | A         | \$ 1.5              | 66,288  | D              |   |
| Common Stock (2)                     | 08/02/2010                              |   | S   | 25,000     | D         | \$<br>3.6113<br>(4) | 41,288  | D              |   |
|                                      | 08/02/2010                              |   | M   | 37,500     | A         | \$ 0.84             | 78,788  | D              |   |

### Edgar Filing: ONEILL PATRICIA - Form 4

Common Stock (1)

Common Stock  $\frac{(2)}{(2)}$  08/02/2010 S 37,500 D  $\frac{\$ 3.598}{(5)}$  41,288 D

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

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.

SEC 1474

(9-02)

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transactio<br>Code<br>(Instr. 8) | 5. Number of or Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                 | 7. Title and Amount o<br>Underlying Securities<br>(Instr. 3 and 4) |                                    |
|---|---|---|---|--|--|--|-----------------|--|------------------------------------|
|   |   |   |   | Code V                                 | (A) (D)  | Date<br>Exercisable  | Expiration Date | Title  | Amount<br>or<br>Number<br>of Share |
| Employess<br>Stock<br>Option (1)                    | \$ 2.13   | 08/02/2010                              |   | M                                      | 20,000   | 02/03/2002   | 08/02/2011      | Common<br>Stock  | 20,000                             |
| Employess<br>Stock<br>Option (1)                    | \$ 1.5  | 08/02/2010                              |   | M                                      | 25,000   | 01/25/2002   | 10/24/2011      | Common<br>Stock  | 25,000                             |
| Employess<br>Stock<br>Option (1)                    | \$ 0.84   | 08/02/2010                              |   | M                                      | 37,500   | 06/27/2003   | 03/26/2013      | Common<br>Stock  | 75,000                             |

## **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

ONEILL PATRICIA
ONE MAIN STREET
SVP, Human Resources

CAMBRIDGE, MA 02142

**Signatures** 

/s/ Jeffrey T. Kowalski, by Power of Attorney 08/04/2010

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\*\*Signature of Reporting Person

Date

# **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) Options exercised pursuant to a 10b5-1 plan
- (2) Options sold pursuant to a 10b5-1 plan.
- (3) Represents the weighted average sale price. The highest price at which shares were sold was \$3.67 and the lowest price at which the shares were sold was \$3.565.
- (4) Represents the weighted average sale price. The highest price at which shares were sold was \$3.67 and the lowest price at which the shares were sold was \$3.55.
- (5) Represents the weighted average sale price. The highest price at which shares were sold was \$3.67 and the lowest price at which the shares were sold was \$3.55.

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.

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