

PICKUS JOSHUA

Form 4

February 16, 2012

FORM 4
UNITED STATES 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 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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
PICKUS JOSHUA

(Last) (First) (Middle)

ONE FRANKLIN
PARKWAY, BUILDING 910

(Street)

SAN MATEO, CA 94403

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
DemandTec, Inc. [DMAN]

3. Date of Earliest Transaction
(Month/Day/Year)
02/14/2012

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner
☐ Officer (give title below) ☐ Other (specify below)

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ 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 (Month/Day/Year)	2A. Deemed Execution Date, if any (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 Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	02/14/2012		D	11,299	D 13.2 6,170	D	
					(1)		
Common Stock	02/14/2012		D	6,170	D 13.2 0	D	
					(2)		

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
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SEC 1474
(9-02)

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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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount Underlying Security (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 6.7	02/14/2012		D		82,500		<u>(3)</u>	03/28/2017	Common Stock	82,500
Non-Qualified Stock Option (right to buy)	\$ 8.77	02/14/2012		D		15,000		<u>(3)</u>	08/04/2016	Common Stock	15,000
Non-Qualified Stock Option (right to buy)	\$ 9.5	02/14/2012		D		7,500		<u>(3)</u>	09/03/2014	Common Stock	7,500
Non-Qualified Stock Option (right to buy)	\$ 10.35	02/14/2012		D		15,000		<u>(3)</u>	09/01/2015	Common Stock	15,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PICKUS JOSHUA ONE FRANKLIN PARKWAY BUILDING 910 SAN MATEO, CA 94403	X			

Signatures

By: Michael McAdam, Attorney in Fact For: Joshua
Pickus 02/16/2012

__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).

In connection with a merger agreement between the Issuer and International Business Machines Corporation ("IBM"), this amount
(1) represents restricted stock units ("RSUs") that were fully accelerated and disposed of in exchange for a cash payment of \$13.20 per share on the effective date of the merger.

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- (2) Disposed of pursuant to the merger agreement in exchange for a cash payment of \$13.20 per share on the effective date of the merger.
- (3) The stock option is fully vested and exercisable.

Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$53,250.00,

- (4) representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option on the effective date of the merger.

Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$66,450.00,

- (5) representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option on the effective date of the merger.

Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$27,750.00,

- (6) representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option on the effective date of the merger.

Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$42,750.00,

- (7) representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option on the effective date of the merger.

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.