

McEvoy David  
Form 4  
May 19, 2010

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
McEvoy David

2. Issuer Name and Ticker or Trading Symbol  
ART TECHNOLOGY GROUP INC  
[ARTG]

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

(Last) (First) (Middle)  
  
ONE MAIN STREET  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
05/17/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP & General Counsel

CAMBRIDGE, MA 02142

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 Ownership (Instr. 4)
			Code	V Amount (D) Price			
Common Stock	05/17/2010		M	4,000 (1) A \$ 0	22,216	D	
Common Stock	05/17/2010		F	1,270 (2) D \$ 3.9	20,946	D	
Common Stock	05/17/2010		M	10,000 (1) A \$ 0	30,946	D	
Common Stock	05/17/2010		F	3,175 (3) D \$ 3.9	27,771	D	
Common Stock	05/17/2010		M	8,900 (1) A \$ 0	36,671	D	

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Common Stock	05/17/2010	F	<u>2,826</u> (4)	D	\$ 3.9	33,845	D
Common Stock	05/17/2010	M	<u>5,000</u> (1)	A	\$ 0	38,845	D
Common Stock	05/17/2010	F	<u>1,588</u> (5)	D	\$ 3.9	37,257	D
Common Stock	05/17/2010	M	<u>11,250</u> (1)	A	\$ 0	48,507	D
Common Stock	05/17/2010	F	<u>3,572</u> (6)	D	\$ 3.9	44,935	D
Common Stock	05/17/2010	M	<u>10,350</u> (1)	A	\$ 0	55,285	D
Common Stock	05/17/2010	F	<u>3,287</u> (7)	D	\$ 3.9	51,998	D

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

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(9-02)

**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 of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	(8)	05/17/2010		M	4,000	(9)	(9)	Common Stock	16,000
Restricted Stock Units	(8)	05/17/2010		M	10,000	(10)	(10)	Common Stock	40,000
Restricted Stock Units	(8)	05/17/2010		M	8,900	(11)	(11)	Common Stock	35,600
Restricted Stock	(8)	05/17/2010		M	5,000	(12)	(12)	Common Stock	20,000

Units

Restricted

Stock	(8)	05/17/2010	M	11,250	(12)	(12)	Common Stock	45,000
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Units

Restricted

Stock	(8)	05/17/2010	M	10,350	(13)	(13)	Common Stock	41,400
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Units

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McEvoy David ONE MAIN STREET CAMBRIDGE, MA 02142			SVP & General Counsel	

## Signatures

/s/ Jeffrey T. Kowalski, by Power of  
Attorney

05/19/2010

\_\_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) Represents shares issued upon the vesting of restricted stock units.
  - (2) 1,270 shares of Art Technology Group, Inc. common stock were automatically withheld at vesting to cover required tax withholdings, this disposition is exempt from Rule 16b-3.
  - (3) 3,175 shares of Art Technology Group, Inc. common stock were automatically withheld at vesting to cover required tax withholdings, this disposition is exempt from Rule 16b-3.
  - (4) 2,826 shares of Art Technology Group, Inc. common stock were automatically withheld at vesting to cover required tax withholdings, this disposition is exempt from Rule 16b-3.
  - (5) 1,588 shares of Art Technology Group, Inc. common stock were automatically withheld at vesting to cover required tax withholdings, this disposition is exempt from Rule 16b-3.
  - (6) 3,572 shares of Art Technology Group, Inc. common stock were automatically withheld at vesting to cover required tax withholdings, this disposition is exempt from Rule 16b-3.
  - (7) 3,287 shares of Art Technology Group, Inc. common stock were automatically withheld at vesting to cover required tax withholdings, this disposition is exempt from Rule 16b-3.
  - (8) Each restricted stock unit represents a contingent right to receive one share of Art Technology Group, Inc. common stock.
  - (9) The restricted stock units vest in four equal annual installments beginning May 16, 2008 for the first annual vest, May 16, 2009 for the second annual vest, May 17, 2010 for the third annual vest and May 16, 2011 for the fourth annual vest.
  - (10) The restricted stock units vest in four equal annual installments beginning March 6, 2009 for the first annual vest, May 17, 2010 for the second annual vest, March 6, 2011 for the third annual vest and March 6, 2012 for the fourth annual vest.
  - (11) The number of restricted stock units that may vest is determined by the performance metrics set forth in the applicable restricted stock unit agreement. Of that subset of restricted stock units that may vest, the restricted stock units vest in four equal annual installments beginning March 6, 2009 for the first annual vest, May 17, 2010 for the second annual vest, March 6, 2011 for the third annual vest and March 6, 2012 for the fourth annual vest; provided, however, that additional performance metrics set forth in the applicable restricted

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stock unit agreement may trigger immediate vesting in full.

- (12) The restricted stock units vest in four equal annual installments beginning May 17, 2010 for the first annual vest, March 6, 2011 for the second annual vest, March 6, 2012 for the third annual vest and March 6, 2013 for the fourth annual vest.

The number of restricted stock units that may vest is determined by the performance metrics set forth in the applicable restricted stock unit agreement. Of that subset of restricted stock units that may vest, the restricted stock units vest in four equal annual installments

- (13) beginning May 17, 2010 for the first annual vest, March 6, 2011 for the second annual vest, March 6, 2012 for the third annual vest and March 6, 2013 for the fourth annual vest; provided, however, that additional performance metrics set forth in the applicable restricted stock unit agreement may trigger immediate vesting in full.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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