

PICKUS JOSHUA  
Form 4  
February 16, 2012

**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 \*  
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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/14/2012		D		11,299	D	\$ 13.2 (1) 6,170
Common Stock	02/14/2012		D		6,170	D	\$ 13.2 (2) 0

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

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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 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 Security (Instr. 3 and 4)	8. Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 6.7	02/14/2012		D	82,500	(3) 03/28/2017	Common Stock	82,500
Non-Qualified Stock Option (right to buy)	\$ 8.77	02/14/2012		D	15,000	(3) 08/04/2016	Common Stock	15,000
Non-Qualified Stock Option (right to buy)	\$ 9.5	02/14/2012		D	7,500	(3) 09/03/2014	Common Stock	7,500
Non-Qualified Stock Option (right to buy)	\$ 10.35	02/14/2012		D	15,000	(3) 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.

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