

Clark Barry E  
Form 4  
December 16, 2010

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Clark Barry E

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)  
12/14/2010

\_\_\_\_ Director  
 Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
c

CAMBRIDGE, MA 02142  
  
(City) (State) (Zip)

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

**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)
			Code	V	Amount	(A) or (D)	Price
COMMON STOCK	12/14/2010		M		45,920	A	\$ 2.93
COMMONSTOCK	12/14/2010		F		31,739	D	\$ 5.98
COMMONSTOCK	12/14/2010		M		48,116	A	\$ 1.26
COMMONSTOCK	12/14/2010		F		25,121	D	\$ 5.98
COMMONSTOCK	12/14/2010		M		44,080	A	\$ 2.93

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COMMONSTOCK	12/14/2010	F	21,598	D	\$ 5.98	59,658	D
COMMONSTOCK	12/14/2010	M	3,768	A	\$ 1.26	63,426	D
COMMONSTOCK	12/14/2010	F	794	D	\$ 5.98	62,632	D
COMMONSTOCK	12/14/2010	M	203,965	A	\$ 1.45	266,597	D
COMMONSTOCK	12/14/2010	F	49,457	D	\$ 5.98	217,140	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.**

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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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
EMPLOYEE STOCK OPTION (RIGHT TO BUY)	\$ 2.93	12/14/2010		M	45,920	02/28/2006 02/28/2016	COMMON STOCK
EMPLOYEE STOCK OPTION (RIGHT TO BUY)	\$ 1.26	12/14/2010		M	48,116	04/25/2005 04/25/2015	COMMON STOCK
EMPLOYEE STOCK OPTION (RIGHT TO BUY)	\$ 2.93	12/14/2010		M	44,080	02/28/2006 02/28/2016	COMMON STOCK
EMPLOYEE STOCK	\$ 1.26	12/14/2010		M	3,768	01/25/2005 01/25/2015	COMMON STOCK

OPTION  
(RIGHT TO  
BUY)

EMPLOYEE  
STOCK

OPTION (RIGHT TO BUY)	\$ 1.45	12/14/2010		M	203,965	02/19/2004	02/28/2014	COMMON STOCK
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Clark Barry E ONE MAIN STREET CAMBRIDGE, MA 02142			c	

## Signatures

/s/ Jeffrey T. Kowalski, by Power of Attorney	12/16/2010
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__Signature of Reporting Person	Date
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## 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).

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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