

Fishback Daniel R  
 Form 4  
 January 25, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

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 \*  
 Fishback Daniel R

(Last) (First) (Middle)

1 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)  
 01/21/2010

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)

Chief Executive Officer

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 Ownership (Instr. 4) |   |                  |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|---|------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |   |                  |
| Common Stock                    | 01/21/2010                           |  | S <sup>(1)</sup>               | 26,600  | D   | 7.275<br>(2)   | 85,400                                     | D |                  |
| Common Stock                    | 01/22/2010                           |  | S <sup>(1)</sup>               | 25,400  | D   | 6.847<br>(3)   | 60,000                                     | D |                  |
| Common Stock                    |                                      |  |                                |   |   |  | 18   | I | by Trust1<br>(4) |
| Common Stock                    |                                      |  |                                |   |   |  | 18   | I | by Trust2<br>(5) |
|                                 |                                      |  |                                |   |   |  | 316,089                                    | I |                  |

Common  
Stock

by Trust3  
(6)

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 Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 3) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                         |       |
|--|---------------|-----------|-------------------------|-------|
|  | Director      | 10% Owner | Officer                 | Other |
| Fishback Daniel R<br>1 FRANKLIN PARKWAY<br>BUILDING 910<br>SAN MATEO, CA 94403 | X             |           | Chief Executive Officer |       |

## Signatures

By: Michael McAdam, Attorney in Fact For: Daniel Fishback 01/25/2010

\_\_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) Sale effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on October 24, 2008.

(2) Average sale price of \$7.275 consists of the following blocks: 300 shares were sold at \$7.02 per share; 100 at \$7.03; 800 at \$7.04; 200 at \$7.045; 1100 at \$7.05; 1900 at \$7.06; 2200 at \$7.07; 1300 at \$7.08; 1200 at \$7.09; 300 at \$7.10; 1600 at \$7.11; 600 at \$7.12; 200 at \$7.13; 500 at \$7.14; 600 at \$7.15; 1300 at \$7.16; 500 at \$7.17; 300 at \$7.18; 81 at \$7.19; 619 at \$7.20; 200 at \$7.25; 100 at \$7.30; 100 at

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\$7.32; 100 at \$7.36; 100 at \$7.39; 100 at \$7.44; 100 at \$7.46; 200 at \$7.47; 3100 at \$7.50; 100 at \$7.51; 200 at \$7.52; 200 at \$7.53; 300 at \$7.54; 2700 at \$7.55; 31 at \$7.56; 569 at \$7.57; 400 at \$7.58; 280 at \$7.59; 1920 at \$7.60 and 100 shares were sold at \$7.67 per share.

Average sale price of \$6.847 consists of the following blocks: 600 shares were sold at \$6.75 per share; 300 at \$6.755; 700 at \$6.77; 200 at \$6.775; 2200 at \$6.78; 300 at \$6.785; 2400 at \$6.79; 600 at \$6.795; 700 at \$6.80; 200 at \$6.805; 600 at \$6.81; 1200 at \$6.815; 3600 at \$6.82; 700 at \$6.83; 1200 at \$6.84; 200 at \$6.85; 256 at \$6.86; 444 at \$6.87; 700 at \$6.88; 1825 at \$6.89; 2875 at \$6.90; 1300 at \$6.91; 400 at \$6.92; 300 at \$6.94; 266 at \$7.00; 400 at \$7.01; 200 at \$7.02; 334 at \$7.05; 100 at \$7.06 and 300 shares were sold at \$7.07 per share.

(4) Shares held by the Annie Fishback Separate Share Irrevocable Trust

(5) Shares held by the Megan Fishback Separate Share Irrevocable Trust

(6) Shares held by the Fishback Family Revocable Trust u/d/t March 5, 2001, Daniel R. Fishback and Lady Bess Fishback, Trustees

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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