

Culhane Mark  
Form 4  
February 16, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
Culhane Mark

(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)  
EVP & CFO

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)
				Code V	Amount		
Common Stock	02/14/2012		D <sup>(1)</sup>		\$ 0 <u>(1)</u>	D	
Common Stock	02/14/2012		D <sup>(2)</sup>		\$ 0 <u>(2)</u>	D	
Common Stock	02/14/2012		D		\$ 13.2 0 <u>(3)</u>	D	
Common Stock	02/14/2012		D		\$ 13.2 0 <u>(3)</u>	I	by Trust 1 <u>(4)</u>
	02/14/2012		D		9,000 D	I	

Edgar Filing: Culhane Mark - Form 4

Common Stock					\$ 13.2 <u>(3)</u>				by Trust2 <u>(5)</u>
Common Stock	02/14/2012		D	9,000	D	\$ 13.2 0 <u>(3)</u>		I	by Trust3 <u>(6)</u>
Common Stock	02/14/2012		D	9,000	D	\$ 13.2 0 <u>(3)</u>		I	by Trust4 <u>(7)</u>

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.**

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)	Am Nur Sha
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Incentive Stock Option (right to buy)	\$ 1.3	02/14/2012		D	44,423	<u>(8)</u> 02/10/2015	Common Stock	44
Incentive Stock Option (right to buy)	\$ 3.8	02/14/2012		D	105,262	<u>(8)</u> 12/19/2016	Common Stock	10
Non-Qualified Stock Option (right to buy)	\$ 1.3	02/14/2012		D	8,077	<u>(8)</u> 02/10/2015	Common Stock	8
Non-Qualified Stock Option (right to buy)	\$ 2.5	02/14/2012		D	100,000	<u>(8)</u> 12/01/2015	Common Stock	10
Non-Qualified Stock Option (right to buy)	\$ 3.8	02/14/2012		D	44,738	<u>(8)</u> 12/19/2016	Common Stock	44

# Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Culhane Mark ONE FRANKLIN PARKWAY BUILDING 910 SAN MATEO, CA 94403			EVP & CFO	

# Signatures

By: Michael McAdam, Attorney in Fact For: Mark  
Culhane

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).

(1) Consists of restricted stock units ("RSUs") that were converted, pursuant to a merger agreement between the Issuer and International Business Machines Corporation ("IBM") into RSUs with respect to shares of IBM common stock, with each RSU converted into 0.069376 IBM RSUs. Pursuant to the merger agreement, the performance conditions applicable to the units were deemed satisfied at 100% of target performance.

(2) Consists of RSUs that were converted, pursuant to the merger agreement, into RSUs with respect to shares of IBM common stock, with each RSU converted into 0.069376 IBM RSUs.

(3) 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.

(4) Shares held by Culhane Family Revocable Trust dated 12/16/99

(5) Shares held by Maxwell A. R. Culhane 1999 Irrevocable Trust

(6) Shares held by Michael D. Culhane 1999 Irrevocable Trust

(7) Shares held by Monica G. Culhane 1999 Irrevocable Trust

(8) The stock option is fully vested and exercisable.

(9) Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$528,633.70, representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option, less applicable withholding taxes, on the effective date of the merger.

(10) Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$989,462.80, representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option, less applicable withholding taxes, on the effective date of the merger.

(11) Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$96,116.30, representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option, less applicable withholding taxes, on the effective date of the merger.

(12) Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$1,070,000.00, representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option, less applicable withholding taxes, on the effective date of the merger.

(13) Represents vested stock options that were disposed of pursuant to the merger agreement in exchange for a cash payment of \$420,537.20, representing the difference between the merger consideration of \$13.20 per share and the exercise price of the option, less applicable withholding taxes, 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.