

BROWN MICHAEL MAURICE  
 Form 4  
 February 28, 2013

**FORM 4**

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

OMB APPROVAL

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**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 \*  
**BROWN MICHAEL MAURICE**

2. Issuer Name and Ticker or Trading Symbol  
**ExactTarget, Inc. [ET]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**C/O BATTERY VENTURES, 930  
 WINTER STREET**

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**02/26/2013**

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

(Street)  
**WALTHAM, MA 02451**

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 Ownership (Instr. 4)
Common Stock	02/26/2013		A	(A) 6,108 (1)	\$ 0 29,880	D	
Common Stock	02/27/2013		J(2)	(A) 8,880 (3)	\$ 0 38,760 (2)	D	

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

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 (9-02)

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**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 Owned Following Transaction (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BROWN MICHAEL MAURICE C/O BATTERY VENTURES 930 WINTER STREET WALTHAM, MA 02451		X		

## Signatures

/s/ Christopher Schiavo (acting as attorney-in-fact on behalf of Michael M. Brown) 02/28/2013

\_\_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 the grant of restricted stock to the reporting person that will vest on the earlier of January 1, 2014 or a Change in Control event as defined in the Restricted Stock Agreement.
- (2) Pro-rata distribution for no consideration in a transaction exempt under Rule 16a-9(a) from Battery Partners VIII, LLC and Battery Partners VIII Side Fund, LLC to Mr. Brown.  
Of the reported shares, 4,331 shares were distributed to Mr. Brown for no consideration in a transaction exempt under Rule 16a-9(a) from
- (3) Battery Partners VIII, LLC, and 4,549 shares were distributed to Mr. Brown for no consideration in a transaction exempt under Rule 16a-9(a) from Battery Partners VIII Side Fund, LLC.

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.