ExactTarget, Inc.
Form 4
July 12, 2013

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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

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

OMB APPROVAL
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(Print or Type Responses)

1. Name and Address of Reporting Person *
McCorkle Scott S
(Last) (First) (Middle)
20 NORTH MERIDIAN STREET, SUITE 200
(Street)
INDIANAPOLIS, IN 46204
(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
07/12/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
Pres., Technology and Strategy

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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	07/12/2013		D		10,937 (1)	D	$ 33.75	32,813	D	
Common Stock	07/12/2013		D		32,813	D	(2)	0	D	

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)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	$ 4.67	07/12/2013		D			200,000	[(3)](#)	01/25/2019	Common Stock	200,00
Employee Stock Option (right to buy)	$ 5.61	07/12/2013		D			150,000	(4)	05/26/2020	Common Stock	150,00
Employee Stock Option (right to buy)	$ 7.7	07/12/2013		D			162,500	(5)	03/23/2021	Common Stock	162,50
Employee Stock Option (right to buy)	$ 7.7	07/12/2013		D			37,500	(6)	03/23/2021	Common Stock	37,500
Employee Stock Option (right to buy)	$ 15	07/12/2013		D			87,500	(7)	02/28/2022	Common Stock	87,500
Employee Stock Option (right to buy)	$ 15	07/12/2013		D			62,500	(8)	02/28/2022	Common Stock	62,500
Employee Stock Option (right to buy)	$ 22.1	07/12/2013		D			29,166	(9)	02/26/2023	Common Stock	29,166

Employee Stock Option (right to buy)	$ 22.1	07/12/2013	D	58,334	(10)	02/26/2023	Common Stock	58,334
Employee Stock Option (right to buy)	$ 5.38	07/12/2013	D	50,000	(11)	08/25/2018	Common Stock	50,000
Employee Stock Option (right to buy)	$ 1.25	07/12/2013	D	86,803	(12)	08/30/2015	Common Stock	86,803
Employee Stock Option (right to buy)	$ 2.76	07/12/2013	D	200,000	(13)	06/20/2017	Common Stock	200,00

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McCorkle Scott S 20 NORTH MERIDIAN STREET SUITE 200 INDIANAPOLIS, IN 46204			Pres., Technology and Strategy	

Signatures

/s/ Brent D. Mosby, attorney-in-fact for Scott S. McCorkle	07/12/2013
**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 restricted stock units disposed of pursuant to a merger agreement between ExactTarget, Inc., salesforce.com, inc. and Excalibur Acquisition Corp.

(2) Represents restricted stock units disposed of pursuant to a merger agreement between ExactTarget, Inc., salesforce.com, inc. and Excalibur Acquisition Corp. These restricted stock units, which provided for vesting in four equal annual installments beginning February 26, 2014, were assumed by salesforce.com, inc. in the merger and replaced with 28,740 restricted stock units of salesforce.com, inc. that will vest in three equal annual installments beginning on February 26, 2014.

(3) This option grant, which provided that 50,000 options would vest and become exercisable on January 26, 2010 and 150,000 options would vest and become exercisable in thirty-six equal monthly installments beginning on February 26, 2010, was cancelled in the merger in exchange for a cash payment of $5,816,000 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger ($33.75 per share).

(4) This option grant, which provided that 37,500 options would vest and become exercisable on May 27, 2011 and 112,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on June 27, 2011, was cancelled in the merger in exchange for a cash payment of $4,221,750 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger ($33.75 per share).

(5) This option grant, which provided that 50,000 options would vest and become exercisable on March 24, 2012 and 150,000 options would vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012, was cancelled in the merger in exchange for a cash payment of $4,233,125 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger ($33.75 per share).

(6) This option grant, which provided that 50,000 options would vest and become exercisable on March 24, 2012 and 150,000 options would vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012, was assumed by salesforce.com, inc. in the merger and replaced with an option to purchase 32,845 shares of salesforce.com, inc. common stock for $8.79 per share.

(7) This option grant, which provided that 37,500 options would vest and become exercisable on March 1, 2013 and 112,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013, was cancelled in the merger in exchange for a cash payment of $1,640,625 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger ($33.75 per share).

(8) This option grant, which provided that 37,500 options would vest and become exercisable on March 1, 2013 and 112,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013, was assumed by salesforce.com, inc. in the merger and replaced with an option to purchase 54,742 shares of salesforce.com, inc. common stock for $17.13 per share.

(9) This option grant, which provided that one-fourth would vest and become exercisable on February 26, 2014 and three-fourths would vest and become exercisable in thirty-six equal monthly installments beginning on March 26, 2014, was cancelled in the merger in exchange for a cash payment of $339,783.90 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger ($33.75 per share).

(10) This option grant, which provided that one-fourth would vest and become exercisable on February 26, 2014 and three-fourths would vest and become exercisable in thirty-six equal monthly installments beginning on March 26, 2014, was assumed by salesforce.com, inc. in the merger and replaced with an option to purchase 51,093 shares of salesforce.com, inc. common stock for $25.23 per share.

(11) This option grant, which provided that 12,500 options would vest and become exercisable on August 26, 2009 and 37,500 options would vest and become exercisable in thirty-six equal monthly installments beginning on September 26, 2009, was cancelled in the merger in exchange for a cash payment of $1,418,500 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger ($33.75 per share).

(12) This option grant, which was fully vested and exercisable, was cancelled in the merger in exchange for a cash payment of $2,821,097.50 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger ($33.75 per share).

(13) This option grant, which was fully vested and exercisable, was cancelled in the merger in exchange for a cash payment of $6,198,000 representing the difference between the exercise price of the option and the market value of the underlying ExactTarget, Inc. common stock on the effective date of the merger ($33.75 per share).

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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