

ExactTarget, Inc.  
Form 4  
February 12, 2013

# 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 \*  
Greenspring Crossover Ventures I, L.P.

(Last) (First) (Middle)

100 PAINTERS MILL ROAD,  
SUITE 700

(Street)

OWINGS MILLS, MD 21117

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/08/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)

\_\_\_ Form filed by One Reporting Person  
\_X\_ 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                    | 02/08/2013                           |  | S                              |   | 396,988<br>(2)  | D  | \$ 22.6022<br>(1)                                     | 9,685,134<br>(2) | I | See footnotes (3) (4) (5) (6) |
| Common Stock                    | 02/11/2013                           |  | S                              |   | 13,174<br>(2)   | D  | \$ 22.6192<br>(7)                                     | 9,671,960<br>(2) | I | See footnotes (4) (5) (6) (8) |

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)

Edgar Filing: ExactTarget, Inc. - Form 4

**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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  |                                |   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares                         |
|  |  |                                      |  |                                |   | Code   | V (A) (D)   |  |  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Greenspring Crossover Ventures I, L.P.<br>100 PAINTERS MILL ROAD, SUITE 700<br>OWINGS MILLS, MD 21117  |               | X         |         |       |
| Greenspring Global Partners I, L.P.<br>100 PAINTERS MILL ROAD, SUITE 700<br>OWINGS MILLS, MD 21117     |               | X         |         |       |
| Greenspring Global Partners II, L.P.<br>100 PAINTERS MILL ROAD, SUITE 700<br>OWINGS MILLS, MD 21117    |               | X         |         |       |
| Greenspring Global Partners II-A, L.P.<br>100 PAINTERS MILL ROAD, SUITE 700<br>OWINGS MILLS, MD 21117  |               | X         |         |       |
| Greenspring Global Partners II-B, L.P.<br>100 PAINTERS MILL ROAD, SUITE 700<br>OWINGS MILLS, MD 21117  |               | X         |         |       |
| Greenspring Global Partners III, L.P.<br>100 PAINTERS MILL ROAD, SUITE 700<br>OWINGS MILLS, MD 21117   |               | X         |         |       |
| Greenspring Global Partners III-A, L.P.<br>100 PAINTERS MILL ROAD, SUITE 700<br>OWINGS MILLS, MD 21117 |               | X         |         |       |
| Greenspring Global Partners III-B, L.P.<br>100 PAINTERS MILL ROAD, SUITE 700<br>OWINGS MILLS, MD 21117 |               | X         |         |       |

Greenspring Global Partners IV-A, L.P.  
 100 PAINTERS MILL ROAD, SUITE 700  
 OWINGS MILLS, MD 21117

X

## Signatures

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_Signature of Reporting Person Date

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_Signature of Reporting Person Date

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_Signature of Reporting Person Date

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_Signature of Reporting Person Date

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_Signature of Reporting Person Date

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_Signature of Reporting Person Date

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_Signature of Reporting Person Date

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_Signature of Reporting Person Date

/s/ Eric Thompson, Chief Financial Officer 02/12/2013

\_\_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) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$22.60 to \$22.70, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, of the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (1) to this Form 4.

(2) The Reporting Persons disclaim beneficial ownership of these securities except to the extent of their pecuniary interest therein, and the inclusion of these shares in this report shall not be deemed an admission of beneficial ownership of all of the reported shares for purposes of Section 16 or for any other purpose.

(3) The shares reported in column 5 include 1,080,291 owned of record by Greenspring Crossover Ventures I, L.P., 171,111 by Greenspring Global Partners I, L.P., 1,639,747 by Greenspring Global Partners II, L.P., 40,376 by Greenspring Global Partners II-A,

## Edgar Filing: ExactTarget, Inc. - Form 4

L.P., 390,326 by Greenspring Global Partners II-B, L.P., 1,057,037 by Greenspring Global Partners III, L.P., 484,806 by Greenspring Global Partners III-A, L.P., 1,529,304 by Greenspring Global Partners III-B, L.P., 204,469 by Greenspring Global Partners IV-A, L.P., 1,718,048 by Greenspring Global Partners IV-B, L.P., 608,585 by Greenspring Global Partners IV-C, L.P., 408,902 by Greenspring Global Partners V-A, L.P., 66,745 by Greenspring Global Partners V-C, L.P., 237,824 by Greenspring Growth Equity II, L.P., 46,102 by Greenspring Opportunities II, L.P., and 1,461 by Greenspring Opportunities II-A, L.P.

- (4) Greenspring Associates, Inc. is the general partner of Greenspring Global Partners I, L.P. and Greenspring General Partner II, L.P. Greenspring General Partner II, L.P. is the general partner of Greenspring Global Partners II, L.P., Greenspring Global Partners II-A, L.P., and Greenspring Global Partners II-B, L.P. Greenspring GP III, LLC is the general partner of Greenspring General Partner III, L.P. and Greenspring General Partner III, L.P. is the general partner of Greenspring Global Partners III, L.P., Greenspring Global Partners III-A, L.P., and Greenspring Global Partners III-B, L.P. Greenspring GP IV, LLC is the general partner of Greenspring General Partner IV, L.P. and Greenspring General Partner IV, L.P. is the general partner of Greenspring Global Partners IV-A, L.P., Greenspring Global Partners IV-B, L.P., and Greenspring Global Partners IV-C, L.P.

- (5) Greenspring GP V, LLC is the general partner of Greenspring General Partner V, L.P. and Greenspring General Partner V, L.P. is the general partner of Greenspring Global Partners V-A, L.P. and Greenspring Global Partners V-C, L.P. Greenspring FF-GP II, LLC is the general partner of Greenspring FF-GP II, L.P. and Greenspring FF-GP II, L.P. is the general partner of Greenspring Growth Equity II, L.P. Greenspring Crossover I GP, LLC is the general partner of Greenspring Crossover I GP, L.P. and Greenspring Crossover I GP, L.P. is the general partner of Greenspring Crossover Ventures I, L.P. Greenspring Opportunities GP II, LLC is the general partner of Greenspring Opportunities General Partner II, L.P. and Greenspring Opportunities General Partner II-A, L.P. and Greenspring Opportunities General Partner II, L.P. is the general partner of Greenspring Opportunities II, L.P. and Greenspring Opportunities General Partner II-A, L.P. is the general partner of Greenspring Opportunities II-A, L.P.

- (6) James Lim and Charles Ashton Newhall are the managing members of Greenspring GP III, LLC, Greenspring GP IV, LLC, Greenspring GP V, LLC, Greenspring FF-GP II, LLC, Greenspring Crossover I GP, LLC, Greenspring Opportunities GP II, LLC and Greenspring Associates, Inc. As managing members, James Lim and Charles Ashton Newhall may be deemed to have shared voting and dispositive power over the shares of Greenspring GP III, LLC, Greenspring GP IV, LLC, Greenspring GP V, LLC, Greenspring FF-GP II, LLC, Greenspring Crossover I GP, LLC, Greenspring Opportunities GP II, LLC and Greenspring Associates, Inc. Greenspring GP III, LLC, Greenspring GP IV, LLC, Greenspring GP V, LLC, Greenspring FF-GP II, LLC, Greenspring Crossover I GP, LLC, Greenspring Associates, Inc. and Greenspring Opportunities GP II, LLC have the sole voting and dispositive power over the shares owned by each Greenspring Associates affiliate noted above.

- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$22.60 to \$22.79, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, of the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (7) to this Form 4.

- (8) The shares reported in column 5 include 1,078,818 owned of record by Greenspring Crossover Ventures I, L.P., 170,878 by Greenspring Global Partners I, L.P., 1,637,511 by Greenspring Global Partners II, L.P., 40,322 by Greenspring Global Partners II-A, L.P., 389,794 by Greenspring Global Partners II-B, L.P., 1,055,596 by Greenspring Global Partners III, L.P., 484,145 by Greenspring Global Partners III-A, L.P., 1,527,218 by Greenspring Global Partners III-B, L.P., 204,189 by Greenspring Global Partners IV-A, L.P., 1,715,734 by Greenspring Global Partners IV-B, L.P., 607,755 by Greenspring Global Partners IV-C, L.P., 408,345 by Greenspring Global Partners V-A, L.P., 66,655 by Greenspring Global Partners V-C, L.P., 237,500 by Greenspring Growth Equity II, L.P., 46,040 by Greenspring Opportunities II, L.P., and 1,460 by Greenspring Opportunities II-A, L.P.

### Remarks:

The Reporting Persons are part of a 13(d) group owning more than 10% of the Issuer's outstanding equity securities. Due to th

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.