

ART TECHNOLOGY GROUP INC
 Form 4
 July 31, 2007

FORM 4

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

OMB APPROVAL

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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 *
 Federman John

2. Issuer Name and Ticker or Trading Symbol
 ART TECHNOLOGY GROUP INC
 [ARTG]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 07/30/2007

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 SVP & GM of eStara

ONE MAIN STREET

(Street)

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

CAMBRIDGE, MA 02142

(City) (State) (Zip)

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)
			Code	V	Amount (A) or (D) Price		
Common Stock ⁽¹⁾	07/30/2007		S		1,000 D \$ 2.93	D	275,537
Common Stock ⁽¹⁾	07/30/2007		S		1,500 D \$ 2.94	D	274,037
Common Stock ⁽¹⁾	07/30/2007		S		2,500 D \$ 2.95	D	271,537
Common Stock ⁽¹⁾	07/30/2007		S		3,000 D \$ 2.96	D	268,537
Common Stock ⁽¹⁾	07/30/2007		S		700 D \$ 2.97	D	267,837

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Common Stock <u>(1)</u>	07/30/2007	S	3,700	D	\$ 2.98	264,137	D
Common Stock <u>(1)</u>	07/30/2007	S	6,000	D	\$ 2.99	258,137	D
Common Stock <u>(1)</u>	07/30/2007	S	6,200	D	\$ 3	251,937	D
Common Stock <u>(1)</u>	07/30/2007	S	6,000	D	\$ 3.01	245,937	D
Common Stock <u>(1)</u>	07/30/2007	S	900	D	\$ 3.02	245,037	D
Common Stock <u>(1)</u>	07/30/2007	S	200	D	\$ 3.04	244,837	D
Common Stock <u>(1)</u>	07/30/2007	S	200	D	\$ 3.05	244,637	D
Common Stock <u>(1)</u>	07/30/2007	S	100	D	\$ 3.07	244,537	D
Common Stock <u>(1)</u>	07/30/2007	S	100	D	\$ 3.08	244,437	D
Common Stock <u>(1)</u>	07/30/2007	S	600	D	\$ 3.09	243,837	D
Common Stock <u>(1)</u>	07/30/2007	S	1,000	D	\$ 3.1	242,837	D
Common Stock <u>(1)</u>	07/30/2007	S	300	D	\$ 3.11	242,537	D
Common Stock <u>(1)</u>	07/30/2007	S	200	D	\$ 3.12	242,337	D
Common Stock <u>(1)</u>	07/30/2007	S	100	D	\$ 3.14	242,237	D
Common Stock <u>(1)</u>	07/30/2007	S	1,600	D	\$ 3.15	240,637	D
Common Stock <u>(1)</u>	07/30/2007	S	1,000	D	\$ 3.16	239,637	D
Common Stock <u>(1)</u>	07/30/2007	S	1,200	D	\$ 3.17	238,437	D
Common Stock <u>(1)</u>	07/30/2007	S	1,400	D	\$ 3.18	237,037	D
Common Stock <u>(1)</u>	07/30/2007	S	1,700	D	\$ 3.19	235,337	D
Common Stock <u>(1)</u>	07/30/2007	S	900	D	\$ 3.2	234,437	D
	07/30/2007	S	2,700	D		231,737	D

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Common Stock ⁽¹⁾					\$			
					3.21			
Common Stock ⁽¹⁾	07/30/2007		S	200	D	\$	231,537	D
					3.22			

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

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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 Beneficially Owned Following Reported Transaction (Instr. 6)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Federman John ONE MAIN STREET CAMBRIDGE, MA 02142			SVP & GM of eStara	

Signatures

/s/ Jeffrey T. Kowalski, by Power of Attorney
Date: 07/31/2007

__Signature of Reporting Person

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 is pursuant to a 10b5-1 plan.

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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