

Fishback Daniel R  
Form 4  
January 27, 2010

**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 \*  
Fishback Daniel R

(Last) (First) (Middle)

1 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)  
01/27/2010

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)  
Chief Executive Officer

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Common Stock                    | 01/27/2010                           |  | M <sup>(1)</sup>               |   | 26,600  | A  | \$ 0.4                            |
| Common Stock                    | 01/27/2010                           |  | S <sup>(1)</sup>               |   | 26,600  | D  | \$ 5.9<br><u>(2)</u>              |
| Common Stock                    |                                      |  |                                |   |   |  | 18                                |
| Common Stock                    |                                      |  |                                |   |   |  | 18                                |
| Common Stock                    |                                      |  |                                |   |   |  | 316,089                           |
|                                 |                                      |  |                                |   |   |  | by Trust1<br><u>(3)</u>           |
|                                 |                                      |  |                                |   |   |  | by Trust2<br><u>(4)</u>           |
|                                 |                                      |  |                                |   |   |  | by Trust3<br><u>(5)</u>           |

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

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(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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Non-Qualified Stock Option (right to buy)  | \$ 0.4   | 01/27/2010                           |  | M <sup>(1)</sup>               | 26,600  | <sup>(6)</sup> 06/03/2011                                | Common Stock  | 26,600                        |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                         |       |
|--|---------------|-----------|-------------------------|-------|
|  | Director      | 10% Owner | Officer                 | Other |
| Fishback Daniel R<br>1 FRANKLIN PARKWAY<br>BUILDING 910<br>SAN MATEO, CA 94403 | X             |           | Chief Executive Officer |       |

## Signatures

By: Michael McAdam, Attorney in Fact For: Daniel Fishback

01/27/2010

\_\_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) Automatic stock option same-day sale effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on October 24, 2008.

Average sale price of \$5.90 consists of the following blocks: 400 shares were sold at \$5.78 per share, 158 at \$5.79, 300 at \$5.80, 400 at \$5.81, 670 at \$5.82, 1215 at \$5.83, 400 at \$5.84, 1657 at \$5.85, 400 at \$5.855, 1300 at \$5.86, 700 at \$5.87, 4800 at \$5.88, 1200 at \$5.89, 3900 at \$5.90, 500 at \$5.91, 18 at \$5.9175, 1200 at \$5.92, 1640 at \$5.93, 100 at \$5.935, 700 at \$5.9375, 100 at \$5.94, 600 at \$5.95, 142 at \$5.96, 400 at \$5.97, 800 at \$5.98, 700 at \$5.99, 600 at \$6.00, 600 at \$6.01, 100 at \$6.02, 400 at \$6.03, 200 at \$6.04, 100 at \$6.06, 100 at \$6.07, and 100 shares were sold at \$6.08 per share.

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- (3) Shares held by the Annie Fishback Separate Share Irrevocable Trust
- (4) Shares held by the Megan Fishback Separate Share Irrevocable Trust
- (5) Shares held by the Fishback Family Revocable Trust u/d/t March 5, 2001, Daniel R. Fishback and Lady Bess Fishback, Trustees
- (6) The stock option is fully vested and exercisable.

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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