

O'Driscoll Rory
Form 4
March 15, 2013

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 *
O'Driscoll Rory

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)
950 TOWER LANE, SUITE 700

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
03/13/2013

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

FOSTER CITY, CA 94404

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

(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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	03/13/2013		S		13,500	D	\$ 23.5
							1,932,447 ⁽¹⁾
							I
							See Footnote ⁽²⁾
Common Stock	03/13/2013		S		300	D	\$ 23.51
							1,932,147 ⁽¹⁾
							I
							See Footnote ⁽²⁾
Common Stock	03/14/2013		S		86,200	D	\$ 23.6193 ⁽³⁾
							1,845,947 ⁽¹⁾
							I
							See Footnote ⁽²⁾
Common Stock	03/15/2013		S		30,000	D	\$ 23.5
							1,815,947 ⁽¹⁾
							I
							See Footnote ⁽²⁾

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The shares are owned of record by Scale Venture Partners III, L.P. Rory O'Driscoll is a managing member of Scale Venture Management III, L.L.C., the ultimate general partner of Scale Venture Partners III, L.P., and may be deemed to have shared voting and dispositive power over the shares held by Scale Venture Partners III, L.P.

- (3) The shares were sold at prices ranging from \$23.46 to \$23.85. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.

- The Reporting Person is a managing member of Scale Venture Management III, LLC, the ultimate general partner of Scale Venture Partners III, L.P. Such member is deemed to hold the reported shares for the benefit of Scale Venture Partners III, L.P. Scale Venture Partners III, LP is deemed the indirect beneficial owner of the shares.
- (4)

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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