

HUBSPOT INC  
Form 4  
July 18, 2016

# 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 \*  
Kelleher John P.

(Last) (First) (Middle)

C/O HUBSPOT, INC., 25 FIRST STREET, 2ND FLOOR

(Street)

CAMBRIDGE, MA 02141

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
HUBSPOT INC [HUBS]

3. Date of Earliest Transaction (Month/Day/Year)  
07/15/2016

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)

General Counsel

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 or Price		
Common Stock	07/15/2016		M <sup>(1)</sup>		2,794 A \$ 5.76	69,889	D
Common Stock	07/15/2016		M <sup>(1)</sup>		498 A \$ 16.14	70,387	D
Common Stock	07/15/2016		M <sup>(1)</sup>		4,374 A \$ 34.76	74,761	D
Common Stock	07/15/2016		S <sup>(1)</sup>		7,666 D \$ 50.64	67,095	D

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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 5.76	07/15/2016		M <sup>(1)</sup>	2,794	<sup>(2)</sup> 07/26/2022	Common Stock	2,794
Employee Stock Option (right to buy)	\$ 16.14	07/15/2016		M <sup>(1)</sup>	498	<sup>(3)</sup> 01/29/2024	Common Stock	498
Employee Stock Option (right to buy)	\$ 34.76	07/15/2016		M <sup>(1)</sup>	4,374	<sup>(4)</sup> 02/10/2025	Common Stock	4,374

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Kelleher John P. C/O HUBSPOT, INC. 25 FIRST STREET, 2ND FLOOR CAMBRIDGE, MA 02141			General Counsel	

## Signatures

/s/ John Kelleher

07/18/2016

\*\*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 transactions reported on this Form 4 were effected pursuant to a written trading plan adopted by the Reporting Person in accordance with Rule 10b5-1.
  - (2) The original stock option grant of 116,305 shares underlying the option vests over four (4) years beginning on June 25, 2012 at a rate of 25% after 12 months and in thirty-six (36) equal monthly installments thereafter.
  - (3) The original stock option grant of 5,000 shares underlying the option vests over four (4) years beginning on January 1, 2014 at a rate of 25% after 12 months and in thirty-six (36) equal monthly installments thereafter.
  - (4) The original stock option grant of 11,667 shares underlying the option vests over four years beginning on January 1, 2015 at a rate of 25% after 12 months and in 36 equal monthly installments thereafter.

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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