

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 *
Volpe Kenneth Z

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)
ONE MAIN STREET
 (Street)

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

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
SVP, Products and Technology

CAMBRIDGE, MA 02142

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	07/30/2007		M		44,200 A \$ 0.25	47,974	D
Common Stock ⁽¹⁾	07/30/2007		S		44,200 D \$ 3.0063	3,774	D
Common Stock	07/30/2007		M		10,000 A \$ 0.96	13,774	D
Common Stock ⁽¹⁾	07/30/2007		S		10,000 D \$ 3.0063	3,774	D
Common Stock	07/30/2007		M		13,333 A \$ 0.99	17,107	D

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Common Stock ⁽¹⁾	07/30/2007	S	13,333	D	\$ 3.0063	3,774	D
Common Stock	07/30/2007	M	43,750	A	\$ 0.91	47,524	D
Common Stock ⁽¹⁾	07/30/2007	S	43,750	D	\$ 3.0063	3,774	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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to buy)	\$ 0.25	07/30/2007		M	44,200	01/21/1999 10/21/2008	Common Stock	44,200	
Employee Stock Option (Right to buy)	\$ 0.91	07/30/2007		M	43,750	07/21/2003 04/21/2013	Common Stock	70,000	
Employee Stock Option (Right to buy)	\$ 0.96	07/30/2007		M	10,000	02/28/2003 08/29/2012	Common Stock	10,000	
Employee Stock Option (Right to buy)	\$ 0.99	07/30/2007		M	13,333	03/03/2003 03/03/2013	Common Stock	13,333	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Volpe Kenneth Z ONE MAIN STREET CAMBRIDGE, MA 02142			SVP, Products and Technology	

Signatures

/s/ Jeffrey T. Kowalski, by Power of Attorney

07/31/2007

__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) 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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