Federman John Form 3 December 11, 2006

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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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

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF

SECURITIES

30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting 2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Person * Statement ART TECHNOLOGY GROUP INC [ARTG] Federman John (Month/Day/Year) 11/29/2006 (Last) (First) (Middle) 4. Relationship of Reporting 5. If Amendment, Date Original Person(s) to Issuer Filed(Month/Day/Year) ONE MAIN STREET (Check all applicable) (Street) 6. Individual or Joint/Group Filing(Check Applicable Line) 10% Owner Director _X_ Form filed by One Reporting _X__ Officer _Other Person CAMBRIDGE, MAÂ 02142 (give title below) (specify below) Form filed by More than One SVP & GM of eStara Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Beneficially Owned 2. Amount of Securities 4. Nature of Indirect Beneficial 1. Title of Security Beneficially Owned Ownership (Instr. 4) Ownership (Instr. 4) Form: (Instr. 5) Direct (D) or Indirect (I) (Instr. 5) D Â Common Stock (1) 366,537 Reminder: Report on a separate line for each class of securities beneficially SEC 1473 (7-02) owned directly or indirectly. Persons who respond to the collection of

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	Secu	le and Amount of rities Underlying rative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
			. 4)	Price of	Derivative	(Instr. 5)
	Data Emminable Emminati	Т:41.	A	Derivative	Security:	
	Date Exercisable Expiration	on Title	Amount or	Security	Direct (D)	
	Date		Number of		or Indirect	

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Shares (I) (Instr. 5)

Employee Stock Option (right to buy)

 $10/10/2007\underline{^{(2)}} \quad 10/10/2016$

Common Stock

200,000 \$ 2.05

D Â

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Federman John

ONE MAIN STREET SVP & GM of eStara CAMBRIDGE, MAÂ 02142

Signatures

/s/ Jeffrey T. Kowalski, by power of attorney

12/11/2006

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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).
 - 113,703 of these shares are restricted shares that vest in installments of 3,159 shares per month over 36 months. In accordance with the Agreement and Plan of Merger dated September 18, 2006 pursuant to which Art Technology Group, Inc. acquired eStara, Inc., 22,832 of
- (1) these shares are being held in escrow pending any working capital adjustments, and 40,497 of these shares are being held in escrow for one year for the purpose of securing amounts that may be payable to Art Technology Group as a result of indemnification provisions in the Agreement and Plan of Merger.
- (2) Options are exercisable 25% one year from grant date and 6.25% quarterly thereafter.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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