

Kopp Timothy B
Form 3
March 21, 2012

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *

^ Kopp Timothy B

(Last) (First) (Middle)

20 NORTH MERIDIAN STREET,^ SUITE 200

(Street)

INDIANAPOLIS,^ IN^ 46204

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)

03/21/2012

3. Issuer Name **and** Ticker or Trading Symbol
ExactTarget, Inc. [ET]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

(Check all applicable)

☐ Director ☐ 10% Owner
☒ Officer ☐ Other
(give title below) (specify below)
Chief Marketing 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 Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities Beneficially Owned
(Instr. 4)

3. Ownership Form:
Direct (D)
or Indirect (I)
(Instr. 5)

4. Nature of Indirect Beneficial Ownership
(Instr. 5)

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

SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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)

Date Exercisable Expiration Date

3. Title and Amount of Securities Underlying Derivative Security
(Instr. 4)

Title Amount or Number of Shares

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security:
Direct (D)
or Indirect (I)

6. Nature of Indirect Beneficial Ownership
(Instr. 5)

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(Instr. 5)

Employee Stock Option (right to buy)	Â (1)	01/25/2019	Common Stock	100,000	\$ 4.67	D	Â
Employee Stock Option (right to buy)	Â (2)	05/26/2020	Common Stock	100,000	\$ 5.61	D	Â
Employee Stock Option (right to buy)	Â (3)	03/23/2021	Common Stock	100,000	\$ 7.7	D	Â
Employee Stock Option (right to buy)	Â (4)	02/28/2022	Common Stock	100,000	\$ 15	D	Â
Employee Stock Option (right to buy)	Â (5)	12/11/2017	Common Stock	167,500	\$ 3.36	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Kopp Timothy B 20 NORTH MERIDIAN STREET SUITE 200 INDIANAPOLIS, IN 46204	Â	Â	Â Chief Marketing Officer	Â

Signatures

/s/ Timothy B. Kopp 03/21/2012

__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).
- (1) 25,000 of the options vested and became exercisable on January 26, 2010 and 75,000 of the options vest and become exercisable in thirty-six equal monthly installments beginning on February 26, 2010.
- (2) 25,000 of the options vested and became exercisable on May 27, 2011 and 75,000 of the options vest and become exercisable in thirty-six equal monthly installments beginning on June 27, 2011.
- (3) 25,000 of the options will vest and become exercisable on March 24, 2012 and 75,000 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 24, 2012.
- (4) 25,000 of the options will vest and become exercisable on March 1, 2013 and 75,000 of the options will vest and become exercisable in thirty-six equal monthly installments beginning on April 1, 2013.
- (5) All of the options are fully vested and exercisable.

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Remarks:

ExhibitÂ List:Â Â Â ExhibitÂ 24.1--PowerÂ ofÂ AttorneyÂ forÂ TimothyÂ B.Â Kopp

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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