

FORM D

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

13010	13	/
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OMB NUMBER:

Expires:

OMB APPROVAL

3235-0076

April 30, 2008

	Estimated average burden			
,,	hours per response16.00			
FORM D				
NOTICE OF SALE OF SECURITIES PURSUANT TO	SEC USE ONLY			
REGULATION D,	Prefix Serial			
SECTION 4(6), AND/OR				
UNIFORM LIMITED OFFERING EXEMPTION	DATE RECEIVED			
Name of Offering (check if this is an amendment and name has changed, and indicate change.)				
Series C Convertible Preferred Stock				
Filing Under (Check box(es) that apply): □ Rule 504 □ Rule 505 ■ Rule 506 □ Section 4	(6) D OLOE CALLED AND HECEIVED			
Type of Filing: ■ New Filing □ Amendment	17			
A. BASIC IDENTIFICATION DATA	The Auto Colored Transport			
1. Enter the information requested about the issuer	NAST CONTRACTOR OF THE PROPERTY OF THE PROPERT			
Name of Issuer (□ check if this is an amendment and name has changed, and indicate change.)	186 E			
Demandware, Inc.				
Address of Executive Offices (Number and Street, City, State, Zip Code)	Telephone Number (Including Area Code)			
120 Presidential Way, Suite 320, Woburn, MA 01801	781-756-3700			
Address of Principal Business Operations (if (Number and Street, City, State, Zip Code) different from Executive Offices)	Telephone Number (Including Area Code)			
Brief Description of Business:	_			
The company designs, develops, markets and sells e-commerce software	O other (please specify): 206 1 6 2007			
Type of Business Organization	224			
■ corporation □ limited partnership, already formed	□ other (please specify):			
□ business trust □ limited partnership, to be formed	0 2007			
Month Year Actual or Estimated Date of Incorporation or Organization	Estimated DE			
GENERAL INSTRUCTIONS				

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 USC 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

When to File: U.S. Securities and Exchange Commission, 100 F Street, N.E., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State: This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires a payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

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 Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer; Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. 						
Check Box(es) that Apply:	□ Promoter	☐ Beneficial Owner	■ Executive Officer	□ Director	☐ General and/or Managing Partner	
Full Name (Last name first, if individual)			<u></u>			
Donner John						
Pearce, John Business or Residence Address	(Number and S	Street, City, State, Zip Co	ode)			
			,			
c/o Demandware, Inc., 120 Presidential		Woburn, MA 01801 Beneficial Owner	■ Executive Officer	 Director 	C. L. W. Marris Branch	
Check Box(es) that Apply:	□ Promoter	Beneficial Owner	Executive Officer	Director	☐ General and/or Managing Partner	
Full Name (Last name first, if individual)						
Schambach, Stephan	-		<u> </u>			
Business or Residence Address	(Number and S	Street, City, State, Zip Co	ode)			
c/o Demandware, Inc., 120 Presidential	Way, Suite 320	. Weburn, MA 01801				
Check Box(es) that Apply:	□ Promoter	☐ Beneficial Owner	■ Executive Officer	□ Director	☐ General and/or Managing Partner	
Full Name (Last name first, if individual)					<u> </u>	
Business or Residence Address	(Number and S	treet, City, State, Zip Co	de)			
	•		,			
c/o Demandware, Inc., 120 Presidential			■Executive Officer			
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner	Executive Officer	□ Director	☐ General and/or Managing Partner	
Full Name (Last name first, if individual)						
Driscoll, Jamus						
Business or Residence Address	(Number and S	Street, City, State, Zip Co	de)			
c/o Demandware, Inc., 120 Presidential	Way, Suite 320	, Woburn, MA 01801				
Check Box(es) that Apply:	□ Promoter	☐ Beneficial Owner	■ Executive Officer	□ Director	☐ General and/or Managing Partner	
Full Name (Last name first, if individual)						
Editoria Dhilin						
Jefferson, Philip Business or Residence Address	(Number and	Street, City, State, Zip Co	ode)	<u> </u>		
c/o Demandware, Inc., 120 Presidential Check Box(es) that Apply:			■ Executive Officer	□ Director	☐ General and/or Managing Partner	
Full Name (Last name first, if individual)	□ Promoter	☐ Beneficial Owner	Executive office.	Director	D General and of Managing 1 attner	
Full (Valle (Last hame 111st, 11 morrisual)	•					
Griffin, Tom		0. 0. 0. 7. 0				
Business or Residence Address	(Number and	Street, City, State, Zip Co	ode)			
c/o Demandware, Inc., 120 Presidentia	l Way, Suite 320), Woburn, MA 01801				
Check Box(es) that Apply:	□ Promoter	□ Beneficial Owner	■ Executive Officer	☐ Director	☐ General and/or Managing Partner	
Full Name (Last name first, if individual))					
Whitcomb, Wayne						
Business or Residence Address	(Number and	Street, City, State, Zip C	Code)			
c/o Demandware, Inc., 120 Presidentia Check Box(es) that Apply:			☐ Executive Officer	■ Director	☐ General and/or Managing Partner	
Full Name (Last name first, if individual)	□ Promoter	☐ Beneficial Owner	LI EXCUSIVE OTHER		Concin and or minaging rather	
i dii ttame (Last name tiist, it morvidua)	,					
Bohn, Larry	(3)	C C' - C - 2' - C				
Business or Residence Address	(Number and	Street, City, State, Zip C	.oue)			
c/o Demandware, Inc., 120 Presidentia	l Way, Suite 320	0, Woburn, MA 01801				

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

		A. BASIC IDENT	IFICATION DATA				
 Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer; Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. 							
Check Box(es) that Apply:	□ Promoter	☐ Beneficial Owner	☐ Executive Officer	■ Director	☐ General and/or Managing Partner		
Full Name (Last name first, if individual)							
a							
Skok, Michael Business or Residence Address	(Number and S	treet, City, State, Zip Co	de)				
Dusiness of Residence Address	(Transcer and B		,				
c/o Demandware, Inc., 120 Presidential V	Vay, Suite 320,	Woburn, MA 01801	<u> </u>				
Check Box(es) that Apply:	□ Promoter	☐ Beneficial Owner	☐ Executive Officer	■ Director	☐ General and/or Managing Partner		
Full Name (Last name first, if individual)							
O'Conner Dan							
O'Connor, Dan Business or Residence Address	(Number and S	treet, City, State, Zip Co	de)				
	•						
c/o Demandware, Inc., 120 Presidential				■ Director	- C I N M N N N		
Check Box(es) that Apply:	□ Promoter	☐ Beneficial Owner	☐ Executive Officer	Director	☐ General and/or Managing Partner		
Full Name (Last name first, if individual)							
Ebling, Tom							
Business or Residence Address	(Number and St	reet, City, State, Zip Coo	le)				
Charle Bay(a) that Apply		Beneficial Owner	□Executive Officer	□ Director	☐ General and/or Managing Partner		
Check Box(es) that Apply:	□ Promoter	• Delicitional Owner	DEXECUTVE Officer	□ Director	General and of Wanaging Lattice		
Full Name (Last name first, if individual)		•					
General Catalyst Group III, L.P.							
Business or Residence Address	(Number and S	reet, City, State, Zip Coo	ie)				
20 University Road, Suite 450, Cambrid	no MA 02138						
Check Box(es) that Apply:	□ Promoter	■ Beneficial Owner	☐ Executive Officer	☐ Director	☐ General and/or Managing Partner		
Full Name (Last name first, if individual)	D 110meter						
/ (
North Bridge Venture Partners V-A, L.I	P	0'. 0. 7. 0	1.				
Business or Residence Address (Number and Street, City, State, Zip Code)							
950 Winter Street, Suite 4600, Waltham,	. MA 02451						
Check Box(es) that Apply:	□ Promoter	■ Beneficial Owner	☐ Executive Officer	□ Director	☐ General and/or Managing Partner		
Full Name (Last name first, if individual)							
	_						
North Bridge Venture Partners V-B, L.I Business or Residence Address		Street, City, State, Zip Co	vie)				
Business of Residence Address	(Nullibel and 2	street, City, State, Zip Ce	dc)				
950 Winter Street, Suite 4600, Waltham	, MA 02451	<u> </u>					
Check Box(es) that Apply:	□ Promoter	■ Beneficial Owner	☐ Executive Officer	☐ Director	☐ General and/or Managing Partner		
Full Name (Last name first, if individual)							
T. Contains Vantous Ford Contil & Co.	V.C						
T-Systems Venture Fund GmbH & Co. Business or Residence Address	(Number and	Street, City, State, Zip C	ode)				
Dasiness of Residence Hadital	(, , , , ,	,				
Prosilete grades							
Check Box(es) that Apply:	□ Promoter	□ Beneficial Owner	☐ Executive Officer	□ Director	☐ General and/or Managing Partner		
Full Name (Last name first, if individual)							
Business or Residence Address	(Number and	Street, City, State, Zip C	ode)				

	B. INFORMATION ABOUT OFFERING	·	
	YI at the second	Yes	No
l.	Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering? Answer also in Appendix, Column 2, if filing under ULOE.		-
2.	What is the minimum investment that will be accepted from any individual?	\$ <u>n/a</u>	
		Yes	No
3.	Does the offering permit joint ownership of a single unit?	•	0
4.	Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.		
Full Non	Name (Last name first, if individual)		
	iness or Residence Address (Number and Street, City, State, Zip Code)	•	
Nam	ne of Associated Broker or Dealer		
State	es in which Person Listed Has Solicited or Intends to Solicit Purchasers	A II C	
_ l _ l	(Check "All States" or check individual States)	All States _ [HI] _ [MS] _ [OR] _ [WY]	_ [1D] _ [MO] _ [PA] _ [PR]
Full	name (Last name first, if individual)		
Bus	siness or Residence Address (Number and Street, City, State, Zip Code)		
Nan	me of Associated Broker or Dealer	•	
Stat	tes in which Person Listed Has Solicited or Intends to Solicit Purchasers	-	
	(Check "All States" or check individual States)	All States	
_ [_ [_ [[AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [IL] [IN] [IN] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MT] [NE] [NV] [NN] [NV] [NV] [ND] [OH] [OK] [RI] [SC] [SD] [TN] [TX] [UT] [VT] [VA] [WA] [WV] [WI]	_ [HI] _ [MS] _ [OR] _ [WY]	_ [ID] _ [MO] _ [PA] _ [PR]
Full	l Name (Last name first, if individual)		
Bus	siness or Residence Address (Number and Street, City, State, Zip Code)		
Nan	me of Associated Broker or Dealer		
Stat	tes in which Person Listed Has Solicited or Intends to Solicit Purchasers		
	(Check "All States" or check individual States)	All States	
_ [_ [[AL] _[AK] _[AZ] _[AR] _[CA] _[CO] _[CT] _[DE] _[DC] _[FL] _[GA] [IL] _[IN] _[IA] _[KS] _[KY] _[LA] _[ME] _[MD] _[MA] _[MI] _[MN] [MT] _[NE] _[NV] _[NH] _[NY] _[NY] _[NC] _[ND] _[OH] _[OK] [RI] _[SC] _[SD] _[TN] _[TX] _[UT] _[VT] _[VA] _[WA] _[WV] _[WI]	_ [HI] _ [MS] _ [OR] _ [WY]	_ [ID] _ [MO] _ [PA] _ [PR]

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1.	Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box pand indicate in the columns below the amounts of the securities offered for exchange and already exchanged.	Aggregate Offering Price	Amount Already Sold
	Type of Security	_	
	Debt	\$	S
	Equity	\$ <u>12,999,996.55</u>	\$ <u>11,840,693.32</u>
	■ Common □ Preferred		
	Convertible Securities (including warrants)	\$	\$
	Partnership Interests	\$	\$
	Other (Specify)	\$	\$
	Total	\$ <u>12,999,996.55</u>	\$ <u>11,840,693.32</u>
	Answer also in Appendix, Column 3, if filing under ULOE.		
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."	Number of Investors	Aggregate Dollar Amount of Purchases \$ 11,840,693.32
	Accredited Investors	5	3_11,840,073.32
	Non-accredited Investors		s
	Total (for filings under Rule 504 only)		\$
	Answer also in Appendix, Column 4, if filing under ULOE		
3.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C – Question 1.	Type of Security	Dollar Amount Sold
	Type of offering		· S
	Rule 505		
	Regulation A		\$
	Rule 504		\$
	Total		s
4.	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees		\$
	Printing and Engraving Costs	П	s
	Legal Fees		\$ 30,000
		_	
	Accounting Fees		<u>.</u>
	Engineering Fees		3
	Sales Commissions (specify finders' fees separately)		\$
	Other Expenses (identify)		s
	Total	_	\$30,000

	b. Enter the difference between the aggregate offering and total expenses furnished in response to Part C adjusted gross proceeds to the issuer."	- Question 4.a. This difference is the			s	12,969,996,55
5.	Indicate below the amount of the adjusted gross profor each of the purposes shown. If the amount for an and check the box to the left of the estimate. The to adjusted gross proceeds to the issuer set forth in response	ny purpose is not known, furnish an est tal of the payments listed must equal th	limaic			
				Payments to Officers, Directors, & Affiliates		Payments To Others
	Salaries and fees	****	a	S	Ü	\$
	Purchase of real estate	***************************************	G	\$	٥	S
	Purchase, rental or leasing and installation of machi-	nery and equipment	ប	\$	ם	\$
	Construction or leasing of plant buildings and facili		0	S	0	\$
	Acquisition of other business fineluding the value of	f securities involved in this offering				
	that may be used in exchange for the assets or secur merger)	ities of another issuer pursuant to a	۵	\$	С	S
	Repayment of indebtedness		0	\$		\$
	Working capital		D	\$	•	\$ 12,969,996.55
	Other (specify):		. 0	\$	O	\$
			•			
				\$	a	\$
	Column Totals		H	\$0		\$ <u>12,969,996,55</u>
Total Payments Listed (column totals added)				5		
		D. FEDERAL SIGNAT	HRF			
		W. LEWENDEGRAT				
an	e issuer has duly caused this notice to be signed by th undertaking by the issuer to furnish to the U.S. Secur n-accredited investor pursuant to paragraph (b)(2) of t	ities and Exchange Commission, upon	If this notice written reque	e is filed under Rule 505, the est of its staff, the information	: following on furnishe	signature constitutes d by the issuer to any
ls:	ner (Print or Type)	Signature 7		Date		
1	mandware, Inc.	" NRU		August 2, 2007		
N	me of Signer (Print or Type)	Title of Signer (Print or Type)		,	·-	
	hn Pearce	President and Chief Executive Offi	icer			
ſ		ATTENTION				,,,

MEMORANDUM

Date August 6, 2007

+1 617 526 5042 (t) +1 617 526 5000 (f) heidi.treiber@wilmerhale.com

To Emily D. Babalas Erik Bodenhofer Pamela Finan Rebecca G. Chang Lia Der Marderosian Corey C. DuFresne Pamela Egleston Joshua D. Fox Raquel Fox Ken Itrato Matthew J. Kleiman Dana E. Krueger Jason L. Kropp Jeffrey A. Munsie Marisa A. Murtagh Karen Pitzi Cynthia M. Sullivan Molly Webster

cc Karen LeSaffre

From Heidi B. Treiber

Re Vacation

Please note I will be on vacation beginning Monday, August 20, 2007 and returning Monday, August 27, 2007. Please contact me if you anticipate any blue sky or NASD filings that will need coverage.

END