

TechTarget Inc  
 Form 3  
 August 10, 2016

**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 * |         |          | 2. Date of Event Requiring Statement  | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |  |
| Â Nine Ten Capital Management LLC         |         |          | (Month/Day/Year)  | TechTarget Inc [TTGT]                              |  |
| (Last)                                    | (First) | (Middle) | 08/09/2016  |  |  |
| 12600 HILL COUNTRY BLVD,Â SUITE R-230     |         |          | 4. Relationship of Reporting Person(s) to Issuer  |  |  |
| (Street)                                  |         |          | (Check all applicable)  |  |  |
| AUSTIN,Â TXÂ 78738                        |         |          | <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner<br><input type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below) |  |  |
| (City)                                    | (State) | (Zip)    | 5. If Amendment, Date Original Filed(Month/Day/Year)  |  |  |
|   |         |          | 6. Individual or Joint/Group Filing(Check Applicable Line)  |  |  |
|   |         |          | <input type="checkbox"/> Form filed by One Reporting Person   |  |  |
|   |         |          | <input checked="" type="checkbox"/> Form filed by More than One Reporting Person  |  |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock, no par value         | 2,810,000  | I <u>(1)</u> <u>(2)</u>   | by Nine Ten Partners LP <u>(1)</u> <u>(2)</u>            |

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<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative | 5. Ownership Form of Derivative Security: | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|---|---|--|
|---|---|--|---|---|--|

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| Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Security | Direct (D) or Indirect (I) (Instr. 5) |
|------------------|-----------------|-------|----------------------------|----------|---------------------------------------|
|------------------|-----------------|-------|----------------------------|----------|---------------------------------------|

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| Nine Ten Capital Management LLC<br>12600 HILL COUNTRY BLVD<br>SUITE R-230<br>AUSTIN, TX 78738 | ^             | ^ X       | ^       | ^     |
| Bares Brian Timothy<br>12600 HILL COUNTRY BLVD<br>SUITE R-230<br>AUSTIN, TX 78738             | ^             | ^ X       | ^       | ^     |
| Bradshaw James Shel<br>12600 HILL COUNTRY BLVD<br>SUITE R-230<br>AUSTIN, TX 78738             | ^             | ^ X       | ^       | ^     |
| Mollen Russell Chad<br>12600 HILL COUNTRY BLVD<br>SUITE R-230<br>AUSTIN, TX 78738             | ^             | ^ X       | ^       | ^     |
| Nine Ten Partners LP<br>12600 HILL COUNTRY BLVD<br>SUITE R-230<br>AUSTIN, TX 78738            | ^             | ^ X       | ^       | ^     |

## Signatures

|  |            |
|--|------------|
| Brian T Bares, President, On Behalf of Nine Ten Capital Management LLC | 08/10/2016 |
| __Signature of Reporting Person  | Date       |
| Brian T Bares  | 08/10/2016 |
| __Signature of Reporting Person  | Date       |
| James S Bradshaw   | 08/10/2016 |
| __Signature of Reporting Person  | Date       |
| Russell C Mollen   | 08/10/2016 |
| __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)

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This Form 3 is filed jointly by Nine Ten Partners LP ("NT Fund"), Nine Ten Capital Management LLC ("NTCM"), Brian Bares, James Bradshaw and Russell Mollen (collectively, the "Reporting Persons"). Each of the Reporting Persons may be deemed to be a member of a Section 13(d) group that collectively owns more than 10% of the Issuer's outstanding shares of Common Stock. Each of the Reporting Persons disclaims beneficial ownership of the securities reported herein except to the extent of his or its pecuniary interest therein.

- Shares of Common Stock are owned directly by NT Fund. NTCM is the investment manager of NT Fund and may be deemed to have beneficial ownership over the shares of Common Stock owned directly by NT Fund by virtue of the sole and exclusive authority granted
- (2) to NTCM by NT Fund to vote and dispose of the shares of Common Stock owned directly by NT Fund. As the Managing Members of NTCM, each of Messrs. Bares, Bradshaw and Mollen may be deemed to beneficially own the shares of Common Stock owned directly by NT Fund.

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.