

# SECURITIES AND EXCHANGE COMMISSION

## FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-05-16** | Period of Report: **2013-05-14**  
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### REPORTING OWNER

**BERGER HARVEY J M D**

CIK: **932052**

Type: **4** | Act: **34** | File No.: **000-21696** | Film No.: **13851845**

### ISSUER

**ARIAD PHARMACEUTICALS INC**

CIK: **884731** | IRS No.: **223106987** | State of Incorporation: **DE** | Fiscal Year End: **1231**  
SIC: **2836** Biological products, (no diagnostic substances)

Mailing Address  
26 LANDSDOWNE  
CAMBRIDGE MA 02139

Business Address  
26 LANDSDOWNE ST  
CAMBRIDGE MA 02139  
6174940400

# FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

### OMB APPROVAL

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### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person <b>BERGER HARVEY J M D</b>			2. Issuer Name and Ticker or Trading Symbol <b>ARIAD PHARMACEUTICALS INC</b> <b>[ARIA]</b>		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>Chairman &amp; CEO</b>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <b>05/14/2013</b>		6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
C/O ARIAD PHARMACEUTICALS, INC., 26 LANDSDOWNE STREET			4. If Amendment, Date Original Filed(Month/Day/Year)				
(Street) <b>CAMBRIDGE, MA 02139</b>							
(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	05/14/2013		S	(1)	50,000	D	\$18.0059 (2)	1,553,935	D	
Common Stock	05/14/2013		S	(1)	2,700	D	\$18	19,357	I	Trust
Common Stock	05/15/2013		S	(1)	37,098	D	\$18.2212 (3)	1,516,837	D	
Common Stock	05/15/2013		S	(1)	2,700	D	\$18.142 (4)	16,657	I	Trust
Common Stock								246,054	I	Daughter
Common Stock								248,745	I	Daughter
Common Stock								1,714,286	I	Ocean Capital Partners, Llc (5)
Common Stock								20,251	I	Wife

**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	3. Transaction Date	3A. Deemed Execution Date, if	4. Transaction Code (Instr. 8)	5. Number of Derivative	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Securities Underlying	8. Price of Derivative	9. Number of Derivative Securities Beneficially	10. Ownership Form of Derivative	11. Nature of Indirect Beneficial
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Derivative Security	(Month/Day/Year)	any (Month/Day/Year)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)				Date Exercisable	Expiration Date	Derivative Security (Instr. 3 and 4)	Security (Instr. 5)	Owned Following Reported Transaction(s) (Instr. 4)	Security: Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)
			Code	V	(A)	(D)							

**Explanation of Responses:**

1. This sale was effected pursuant to a Rule 10b5-1 trading plan.
2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$18.0000 to \$18.0400, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Security and Exchange Commission, upon request, full information regarding the shares sold at each separate price within the range set forth in this footnote.
3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$18.02 to \$18.33, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Security and Exchange Commission, upon request, full information regarding the shares sold at each separate price within the range set forth in this footnote.
4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$18.09 to \$18.23, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Security and Exchange Commission, upon request, full information regarding the shares sold at each separate price within the range set forth in this footnote.
5. The reporting person is a managing member of this LLC.

**Signatures**

/s/Edward M. Fitzgerald, Attorney-in-Fact

\*\* Signature of Reporting Person

05/16/2013

Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**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 Number.**