

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2004-08-12** | Period of Report: **2004-08-09**

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REPORTING OWNER

HANAUER NICOLAS J

CIK: **1134629**

Type: **4** | Act: **34** | File No.: **000-29361** | Film No.: **04968816**

Business Address

1000 SECOND AVE STE 1200
SEATTLE WA 98104

ISSUER

AQUANTIVE INC

CIK: **1071806** | IRS No.: **911819567** | State of Incorporation: **WA** | Fiscal Year End: **1231**

SIC: **7389** Business services, nec

Mailing Address

THE SMITH TOWER 506 2ND
AVENUE 9TH FLOOR
SEATTLE WA 98104

Business Address

SMITH TOWER 506 2ND
AVENUE 9TH FLOOR
SEATTLE WA 98101
2065218800

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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

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 HANAUER NICOLAS J			2. Issuer Name and Ticker or Trading Symbol AQUANTIVE INC [AQNT]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/09/2004					
506 SECOND AVENUE, 9TH FLOOR			4. If Amendment, Date Original Filed(Month/Day/Year)			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		
(Street)								
SEATTLE, WA 98104								
(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	08/09/2004	08/10/2004	<u>S</u> (1)		771	D	\$8.5	6,099,880	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		300	D	\$8.51	6,099,580	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		1,429	D	\$8.52	6,098,151	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		1,686	D	\$8.58	6,096,465	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		100	D	\$8.76	6,096,365	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		300	D	\$8.77	6,096,065	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		100	D	\$8.78	6,095,965	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		900	D	\$8.81	6,095,065	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		414	D	\$8.82	6,094,651	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		442	D	\$8.83	6,094,209	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		3,500	D	\$8.85	6,090,709	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		1,200	D	\$8.87	6,089,509	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		3,700	D	\$8.9	6,085,809	D	
Common Stock	08/09/2004	08/10/2004	<u>S</u> (1)		158	D	\$8.95	6,085,651	D	

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

Explanation of Responses:

- This sale was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on 02/06/2004.

Signatures

Linda A. Schoemaker, Attorney-in-Fact for Nicolas J. Hanauer

** Signature of Reporting Person

08/10/2004

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.