

OVERTON DAVID

Form 4

May 01, 2013

**FORM 4**
**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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 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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
OVERTON DAVID

2. Issuer Name **and** Ticker or Trading  
Symbol  
CHEESECAKE FACTORY INC  
[CAKE]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)

26901 MALIBU HILLS ROAD

(Street)

CALABASAS HILLS, CA 91301

(City) (State) (Zip)

3. Date of Earliest Transaction  
(Month/Day/Year)  
04/29/2013

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)  
Chairman and C.E.O.

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

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 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	04/29/2013		M		30,400	A	\$ 29.36
Common stock	04/29/2013		S		3,346	D	\$ 39.73
Common stock	04/29/2013		S		200	D	\$ 39.72
Common stock	04/29/2013		S		600	D	\$ 39.71
Common stock	04/29/2013		S		6,650	D	\$ 39.7

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Common stock	04/29/2013	S	2,004	D	\$ 39.69	137,600	D
Common stock	04/29/2013	S	1,700	D	\$ 39.68	135,900	D
Common stock	04/29/2013	S	2,554	D	\$ 39.67	133,346	D
Common stock	04/29/2013	S	3,300	D	\$ 39.66	130,046	D
Common stock	04/29/2013	S	10,046	D	\$ 39.65	120,000	D
Common stock	04/30/2013	M	194,600	A	\$ 29.36	314,600	D
Common stock	04/30/2013	S	3,403	D	\$ 39.85	311,197	D
Common stock	04/30/2013	S	900	D	\$ 39.84	310,297	D
Common stock	04/30/2013	S	3,000	D	\$ 39.83	307,297	D
Common stock	04/30/2013	S	11,269	D	\$ 39.82	296,028	D
Common stock	04/30/2013	S	19,059	D	\$ 39.81	276,969	D
Common stock	04/30/2013	S	85,178	D	\$ 39.8	191,791	D
Common stock	04/30/2013	S	2,191	D	\$ 39.78	189,600	D
Common stock	04/30/2013	S	4,701	D	\$ 39.77	184,899	D
Common stock	04/30/2013	S	14,899	D	\$ 39.76	170,000	D
Common stock	04/30/2013	S	26,100	D	\$ 39.75	143,900	D
Common stock	04/30/2013	S	2,423	D	\$ 39.74	141,477	D
Common stock	04/30/2013	S	2,231	D	\$ 39.73	139,246	D
Common stock	04/30/2013	S	9,019	D	\$ 39.72	130,227	D
Common stock	04/30/2013	S	6,332	D	\$ 39.71	123,895	D
	04/30/2013	S	3,895	D	\$ 39.7	120,000	D

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Common  
stock

Common stock	183,950	I	By Trust (1)
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Common stock	3,218,830	I	By Trust (2)
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Common stock	60,211	I	By Trust (3)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**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.**

SEC 1474  
(9-02)

**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 Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Options to purchase common stock	\$ 29.36	04/29/2013		M		30,400		12/31/2004	12/31/2013	Common stock	30,400
Options to purchase common stock	\$ 29.36	04/30/2013		M		194,600		12/31/2004	12/31/2013	Common stock	194,600

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
OVERTON DAVID 26901 MALIBU HILLS ROAD CALABASAS HILLS, CA 91301	X		Chairman and C.E.O.	

## Signatures

David Overton by Debby Zurzolo, his attorney  
in fact

05/01/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) Shares are held by the David M. Overton 2011 Gift Trust UTA dated 11/23/2011 for the benefit of the reporting person's son. The reporting person's spouse is trustee of the trust. The reporting person disclaims beneficial ownership of these securities.
- (2) Shares are held by the David Overton Family Trust of which Mr. Overton is the trustee.
- (3) Shares held by Mr. Overton's spouse as trustee for the Sheila A. Overton Living Trust. The reporting person disclaims beneficial ownership of these securities.

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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