

CHEESECAKE FACTORY INC

Form 4

March 09, 2015

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

OMB APPROVAL

OMB
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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Gordon David M

(Last) (First) (Middle)

C/O THE CHEESECAKE
FACTORY INC., 26901 MALIBU
HILLS DRIVE

(Street)

CALABASAS HILLS, CA 91301

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading
Symbol
CHEESECAKE FACTORY INC
[CAKE]3. Date of Earliest Transaction
(Month/Day/Year)
03/05/20154. If Amendment, Date Original
Filed(Month/Day/Year)5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner
☒ Officer (give title below) ☐ Other (specify
below) President6. 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. 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)
Common Stock	03/05/2015		A	(A) or (D) Amount 7,700 (1)	\$ 0 29,000 (2)	D	
Common Stock					5,727	D	

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

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information contained in this form are not
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(9-02)

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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 or Number of Shares
Employee Stock Option (right to buy)	\$ 48.01	03/05/2015		A		25,500		<u>(3)</u>	03/05/2023	Common Stock	25,500

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Gordon David M
C/O THE CHEESECAKE FACTORY INC.
26901 MALIBU HILLS DRIVE
CALABASAS HILLS, CA 91301

President

Signatures

David M.
Gordon 03/09/2015

__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).

Shares of restricted stock subject to the following vesting conditions: Performance condition based on the issuer's cumulative

(1) fully-diluted earnings per share of (i) a combined target for fiscal 2015 and 2016, or (ii) a combined target for 2015, 2016 and 2017, whichever occurs first, then time-based vesting at a rate of 60% of the shares on 3/5/2018 and 20% on each of 3/5/2019 and 3/5/2020.

(2) Shares of restricted stock subject to forfeiture.

(3) Vests as to 20% of the options on each of 3/5/2016, 2017, 2018, 2019 and 2020.

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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