

BYFUGLIN MAX S  
Form 4  
March 14, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
BYFUGLIN MAX S

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)

3. Date of Earliest Transaction (Month/Day/Year)  
03/12/2012

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
President (Subsidiary)

CALABASAS HILLS, CA 91301  
(City) (State) (Zip)

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	03/12/2012		M	9,000 A \$ 9.2	59,144	I	By trust (1)
Common stock	03/12/2012		S	4,649 D \$ 30.42	55,495	I	By trust (1)
Common stock	03/12/2012		S	3,000 D \$ 30.41	51,495	I	By trust (1)
Common stock	03/13/2012		M	22,500 A \$ 20	73,995	I	By trust (1)
Common stock	03/13/2012		S	400 D \$ 30.79	73,595	I	By trust (1)

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Common stock	03/13/2012	S	2,300	D	\$ 30.78	71,295	I	By trust <u>(1)</u>
Common stock	03/13/2012	S	1,200	D	\$ 30.77	70,095	I	By trust <u>(1)</u>
Common stock	03/13/2012	S	9,216	D	\$ 30.76	60,879	I	By trust <u>(1)</u>
Common stock	03/13/2012	S	9,384	D	\$ 30.75	51,495	I	By trust <u>(1)</u>
Common stock						27,000	D	

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

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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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Options to purchase common stock	\$ 9.2	03/12/2012		M	9,000	02/05/2012	02/05/2017	Common stock	9,000
Options to purchase common stock	\$ 20	03/13/2012		M	22,500	02/06/2008	02/06/2013	Common stock	22,500

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

BYFUGLIN MAX S  
26901 MALIBU HILLS ROAD  
CALABASAS HILLS, CA 91301

President (Subsidiary)

## Signatures

Max Byfuglin by Debby Zurzolo, his attorney  
in fact

03/14/2012

\_\_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 held by the Byfuglin Family Trust u/t/a 9/27/2003 of which the reporting person and his spouse are trustees.

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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