

BYFUGLIN MAX S  
Form 4  
November 29, 2011

**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 \*  
BYFUGLIN MAX S

(Last) (First) (Middle)  
26901 MALIBU HILLS ROAD  
(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)  
11/28/2011

4. 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)  
President (Subsidiary)

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)	(A) or (D)	5. Amount or Price	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	11/28/2011		M		V	\$ 30,000	22.55	69,950	I	By Trust (1)
Common stock	11/28/2011		S			\$ 4,000	26.75	65,950	I	By Trust (1)
Common stock	11/28/2011		S			\$ 2,100	26.76	63,850	I	By Trust (1)
Common stock	11/28/2011		S			\$ 2,583	26.77	61,267	I	By Trust (1)
Common stock	11/28/2011		S			\$ 3,000	26.78	58,267	I	By Trust (1)

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Common stock	11/28/2011	S	3,975	D	\$ 26.79	54,292	I	By Trust <u>(1)</u>
Common stock	11/28/2011	S	2,800	D	\$ 26.8	51,492	I	By Trust <u>(1)</u>
Common stock	11/28/2011	S	4,517	D	\$ 26.81	46,975	I	By Trust <u>(1)</u>
Common stock	11/28/2011	S	1,525	D	\$ 26.82	45,450	I	By Trust <u>(1)</u>
Common stock	11/28/2011	S	100	D	\$ 26.83	45,350	I	By Trust <u>(1)</u>
Common stock	11/28/2011	S	200	D	\$ 26.84	45,150	I	By Trust <u>(1)</u>
Common stock	11/28/2011	S	4,200	D	\$ 26.95	40,950	I	By Trust <u>(1)</u>
Common stock	11/28/2011	S	700	D	\$ 26.96	40,250	I	By Trust <u>(1)</u>
Common stock	11/28/2011	S	300	D	\$ 26.97	39,950	I	By Trust <u>(1)</u>
Common stock						33,000	D	

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

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(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)	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options to purchase common stock	\$ 22.55	11/28/2011		M	30,000	01/29/2003	01/29/2012	Common stock	30,000

## 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	11/29/2011
<u>        </u> 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/a 9/27/2003 of which Mr. Byfuglin and his wife 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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