

JACK IN THE BOX INC /NEW/  
Form 4  
August 12, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 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 \*  
RUDOLPH PHILLIP H

2. Issuer Name and Ticker or Trading Symbol  
JACK IN THE BOX INC /NEW/ [JACK]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
9330 BALBOA AVENUE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
08/09/2013

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP, GEN COUNSEL & SECRETARY

SAN DIEGO, CA 92123  
(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 or Price		
COMMON STOCK	08/09/2013		M		14,648 A \$ 24.74	86,736	D
COMMON STOCK	08/09/2013		S		14,648 D \$ 41.2781	72,088	D
COMMON STOCK	08/12/2013		M		10,000 A \$ 19.26	82,088	D
COMMON STOCK	08/12/2013		S		10,000 D \$ 40.4182	72,088	D
	08/12/2013		M		25,352 A \$ 24.74	97,440	D

COMMON  
STOCK

COMMON STOCK	08/12/2013		S	25,352	D	\$ 40.4182	72,088	D
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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 Security (Instr. 3 and 4)
NON QUALIFIED STOCK OPTION	\$ 24.74	08/09/2013		M	14,648	09/12/2009 <sup>(3)</sup> 09/12/2015	COMMON STOCK
NON QUALIFIED STOCK OPTION	\$ 19.26	08/12/2013		M	10,000	11/23/2010 <sup>(3)</sup> 11/23/2016	COMMON STOCK
NON QUALIFIED STOCK OPTION	\$ 24.74	08/12/2013		M	25,352	09/12/2009 <sup>(3)</sup> 09/12/2015	COMMON STOCK

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RUDOLPH PHILLIP H 9330 BALBOA AVENUE SAN DIEGO, CA 92123			EVP, GEN COUNSEL & SECRETARY	

## Signatures

PHILLIP H  
RUDOLPH

08/09/2013

\_\_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) The shares with respect to this transaction were sold at prices ranging from \$41.00 to \$41.75. The price reported reflects the weighted average sales price. The reporting person hereby agrees, upon request, to provide the Securities and Exchange Commission staff, the Issuer, or any security holder of the Issuer, full information regarding the number of shares sold at each separate price.

(2) The shares with respect to this transaction were sold at prices ranging from \$40.17 to \$40.51. The price reported reflects the weighted average sales price. The reporting person hereby agrees, upon request, to provide the Securities and Exchange Commission staff, the Issuer, or any security holder of the Issuer, full information regarding the number of shares sold at each separate price.

(3) The stock option becomes exercisable in three equal installments commencing one year after the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.