

BYFUGLIN MAX S
Form 4
March 04, 2010

FORM 4

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

OMB APPROVAL

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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)
03/02/2010

____ 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	03/02/2010		M			12,500	A	\$ 16.72	52,450	I	By trust
Common stock	03/02/2010		S			400	D	\$ 24.57	52,050	I	By trust
Common stock	03/02/2010		S			100	D	\$ 24.575	51,950	I	By trust
Common stock	03/02/2010		S			100	D	\$ 24.577	51,850	I	By trust
Common stock	03/02/2010		S			600	D	\$ 24.5775	51,250	I	By trust

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Common stock	03/02/2010	S	100	D	\$ 24.579	51,150	I	By trust
Common stock	03/02/2010	S	700	D	\$ 24.58	50,450	I	By trust
Common stock	03/02/2010	S	200	D	\$ 24.59	50,250	I	By trust
Common stock	03/02/2010	S	4,400	D	\$ 24.595	45,850	I	By trust
Common stock	03/02/2010	S	700	D	\$ 24.5975	45,150	I	By trust
Common stock	03/02/2010	S	3,100	D	\$ 24.635	42,050	I	By trust
Common stock	03/02/2010	S	1,900	D	\$ 24.6375	40,150	I	By trust
Common stock	03/02/2010	S	200	D	\$ 24.64	39,950 ⁽¹⁾	I	By trust
Common stock						26,500	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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to purchase	\$ 16.72	03/02/2010		M	12,500	01/02/2005	01/02/2011	Common stock	12,500

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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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

03/04/2010

__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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