

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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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)  
03/02/2010

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

CALABASAS HILLS, CA 91301

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

(City) (State) (Zip)

**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)
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 <sup>(1)</sup>	I	By trust
Common stock						26,500	D	

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

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

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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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