#### Edgar Filing: DineEquity, Inc - Form 4

DineEquity, Inc       Form 4       Image: State of the public utility Holding Company Act of 1935 or Section 17(a) of the Public Utility Holding Company Act of 1940, 30(h) of the Investment Company Act of 1940, 30(h) of the Investment Company Act of 1940, 30(h)       Image: State of the public utility Holding Company Act of 1940, 30(h)       Image: State of the public Utility Holding Company Act of 1940, 30(h)											
(Print or Type	Responses)										
KALVIN GREGGORY Symbol			Symbol	suer Name <b>and</b> Ticker or Trading ol Equity, Inc [DIN]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Check					k all applicable)			
(Month/			(Month/I 03/08/2	nth/Day/Year) )8/2010				Director      10% Owner        Officer (give title      Other (specify below)        EVP, Controller			
			nendment, Date Original onth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
						ore than One Reporting					
(City)	(State)	(Zip)	Tab	le I - Non-I	Derivative	Secu	rities Acq	uired, Disposed of	, or Beneficiall	y Owned	
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Year	) Executio any	med n Date, if Day/Year)	3. Transactio Code (Instr. 8) Code V	4. Securi on(A) or Di (Instr. 3, Amount	4 and (A) or	d of (D)	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	03/08/2010			М	8,334	A	\$ 5.55	21,865	D		
Common Stock	03/08/2010			S	8,334	D	\$ 34.626	13,531	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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# 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. Transactic Code (Instr. 8)	5. Number out Derivat Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	ve Expiration (Month/Da	Expiration Date		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D	Date Exercisable	Expiration e Date	Title	Amount or Number of Shares	
Option	\$ 5.55	03/08/2010		М	8,33	<u>34 (1)</u>	02/23/2019	Common Stock	8,334	\$

### **Reporting Owners**

Reporting Owner Name / Address	Relationships								
1	Director	10% Owner	Officer	Other					
KALVIN GREGGORY 450 N. BRAND BLVD. GLENDALE, CA 91203			EVP, Cont	roller					
Signatures									
/s/ Rebecca Tilden as attorney- Kalvin	03/10/2010								
**Signature of Reporting	ng 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 option vests as follows: (i) 8,334 on February 23, 2010, (ii) 8,333 on February 23, 2011 and (iii) 8,333 on February 23, 2012.

(2) Granted as compensation for services.

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.