BYFUGLIN MAX S

Form 4

November 29, 2011

FORM 4

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

OMB 3235-0287

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

Number: January 31, Expires: 2005

OMB APPROVAL

Form 4 or Form 5 obligations

SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Estimated average burden hours per 0.5 response...

may continue. See Instruction

Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1(b).

(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	5. Relationship of Reporting Person(s) to Issuer			
			[CAKE]	(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	Director 10% Owner			
26901 MALIBU HILLS ROAD			(Month/Day/Year) 11/28/2011	_X_ Officer (give title Other (specify below)			
			11/28/2011	President (Subsidiary)			
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Year)	Applicable Line)			
CALABASAS HILLS, CA 91301				_X_ 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

	Table 1 Non Derivative Securities Required, Disposed 61, 61 Deficiently 6 when								
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Transaction Date 2A. Deemed Execution Date, if any (Month/Day/Year)				equired d of (D) 5)	5. Amount of Securities Beneficially Owned Following Reported	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	Transaction(s) (Instr. 3 and 4)	(msu. 1)	
Common stock	11/28/2011		M	30,000		\$ 22.55	69,950	I	By Trust
Common stock	11/28/2011		S	4,000	D	\$ 26.75	65,950	I	By Trust
Common stock	11/28/2011		S	2,100	D	\$ 26.76	63,850	I	By Trust
Common stock	11/28/2011		S	2,583	D	\$ 26.77	61,267	I	By Trust
Common stock	11/28/2011		S	3,000	D	\$ 26.78	58,267	I	By Trust

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Common stock	11/28/2011	S	3,975	D	\$ 26.79	54,292	I	By Trust
Common stock	11/28/2011	S	2,800	D	\$ 26.8	51,492	I	By Trust
Common stock	11/28/2011	S	4,517	D	\$ 26.81	46,975	I	By Trust
Common stock	11/28/2011	S	1,525	D	\$ 26.82	45,450	I	By Trust
Common stock	11/28/2011	S	100	D	\$ 26.83	45,350	I	By Trust
Common stock	11/28/2011	S	200	D	\$ 26.84	45,150	I	By Trust
Common stock	11/28/2011	S	4,200	D	\$ 26.95	40,950	I	By Trust
Common stock	11/28/2011	S	700	D	\$ 26.96	40,250	I	By Trust
Common stock	11/28/2011	S	300	D	\$ 26.97	39,950	I	By Trust
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. Transactic Code (Instr. 8)	or Disposed of (D) (Instr. 3, 4,		6. Date Exerci Expiration Dat (Month/Day/Y	te	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	and (A)	(D)	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 President (Subsidiary)

CALABASAS HILLS, CA 91301

Signatures

Max Byfuglin by Debby Zurzolo, his attorney in fact 11/29/2011

**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. 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.

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