

SLOMANN CHERYL
Form 4
August 02, 2012

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 *
SLOMANN CHERYL

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)
07/31/2012

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Principal Accounting Officer

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	07/31/2012		M		15,000	A	\$ 28.21
Common stock	07/31/2012		M		5,000	A	\$ 25.1
Common stock	07/31/2012		S		2,600	D	\$ 33.23
Common stock	07/31/2012		S		2,100	D	\$ 33.21
Common stock	07/31/2012		S		500	D	\$ 33.2

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Common stock	07/31/2012	S	1,570	D	\$ 33.13	27,048	D	
Common stock	07/31/2012	S	1,210	D	\$ 33.12	25,838	D	
Common stock	07/31/2012	S	1,240	D	\$ 33.11	24,598	D	
Common stock	07/31/2012	S	1,500	D	\$ 33.1	23,098	D	
Common stock	07/31/2012	S	3,530	D	\$ 33.09	19,568	D	
Common stock	07/31/2012	S	1,500	D	\$ 33.08	18,068	D	
Common stock	07/31/2012	S	1,916	D	\$ 33.07	16,152	D	
Common stock	07/31/2012	S	2,334	D	\$ 33.06	13,818	D	
Common stock						500	I	By Trust <u>(1)</u>
Common stock						13	I	By IRA

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

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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. 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
Options to purchase common stock	\$ 28.21	07/31/2012		M	15,000	04/30/2005	04/30/2014	Common stock	15,000

Options to purchase common stock \$ 25.1 07/31/2012 M 5,000 01/04/2008 01/04/2017 Common stock 5,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SLOMANN CHERYL 26901 MALIBU HILLS ROAD CALABASAS HILLS, CA 91301			Principal Accounting Officer	

Signatures

Cheryl Slomann 08/02/2012

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 Mark D. and Cheryl M. Slomann Trust u/a 4/7/1997 of which the reporting person and her spouse 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.