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DineEquity, In Form 4 March 04, 202 FORM Check this if no longe subject to Section 16 Form 4 or Form 5 obligations may contin <i>See</i> Instruct 1(b).	4 4 UNITED STATE box r STATEMENT (Filed pursuant to Section 17(a) of the 200	Washin DF CHANGE SH Section 16(a)	ngton, D ES IN B ECURI) of the S y Holdin	D.C. 2054 ENEFIC FIES Securitien ng Comp	49 CIAI es Ex pany	COWN change Act of	ERSHIP OF Act of 1934, 1935 or Section	OMB Number: Expires: Estimated a burden hou response	0	
(Print or Type Re	esponses)									
1. Name and Ad STEWART J	Symbol	2. Ibbael Flame und Fleher of Flading					5. Relationship of Reporting Person(s) to Issuer			
(Last) 450 NORTH BOULEVAR	3. Date of Ear (Month/Day/Y	3. Date of Earliest Transaction (Month/Day/Year) 03/03/2014				(Check all applicable) X_ Director 10% Owner X_ Officer (give title Other (specify below) below) CHAIRMAN AND CEO				
(Street) 4. If Amendment, Date Original Filed(Month/Day/Year)					 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 					
(City)	(State) (Zip)	Table I -	Non-Der	rivative So	ecurit		Person	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date 2A. E (Month/Day/Year) Exect any (Mon	Deemed 3 ution Date, if 7 (th/Day/Year) (3. Fransactio Code Instr. 8)	4. Securit n(A) or Di (Instr. 3, Amount	ties A ispose 4 and (A) or	cquired d of (D) 5) Price	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	03/03/2014		S	4,651	D	\$ 82.34 (1)	47,909	D		
COMMON STOCK	03/03/2014		S	4,008	D	\$ 83.22 (2)	43,901	D		
COMMON STOCK							64,702	Ι	By trust (3)	
COMMON STOCK							587	Ι	By 401(k) Plan (4)	

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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.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Titl	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	onNumber	Expiration D	ate	Amou	int of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e		Securi	ities	(Instr. 5)	Bene
	Derivative				Securities	3		(Instr.	3 and 4)		Owne
	Security				Acquired						Follo
	-				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									. .		
									Amount		
						Date	Expiration	T1 1	or		
						Exercisable Date	Title Number				
				C 1 1					of		
				Code V	(A) (D)				Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships				
	Director	10% Owner	Officer	Other	
STEWART JULIA A 450 NORTH BRAND BOULEVARD, 7TH FLOOR GLENDALE, CA 91203	Х		CHAIRMAN AND CEO		
Signatures					
/s/ James R. Oehler, as attorney-in-fact for Julia A. Stewart	03	3/04/2014			

<u>**Signature of Reporting Person</u>

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).

The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$81.85 to \$82.84, inclusive. The reporting person undertakes to provide to the SEC, the issuer and any security holder full information regarding the

Date

(1) Inclusive. The reporting person undertakes to provide to the SEC, the issuer and any security noder full information regarding the number of shares and the prices at which the shares were sold. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 8, 2013 and effective as of March 1, 2014.

The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$82.88 to \$83.58, inclusive. The reporting person undertakes to provide to the SEC, the issuer and any security holder full information regarding the

- (2) Inclusive: The reporting person undertakes to provide to the SLC, the issuer and any security holder full information regarding the number of shares and the prices at which the shares were sold. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 8, 2013 and effective as of March 1, 2014.
- (3) The reporting person is the sole trustee and sole beneficiary of the Julia Stewart Trust.

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(4) These shares are held in the DineEquity, Inc. 401(k) Plan.

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.