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DineEquity, I Form 4											
March 31, 20								OMB A	PPROVAL		
FORM	4 UNITED	STATES S	SECURITIE Washing				COMMISSIO		3235-0287		
Check this box if no longer subject to Section 16. Form 4 or Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934						Estimated burden hoi response	urs per				
obligation may contri <i>See</i> Instruct 1(b).	s Section 17(a) of the Pu		Holdin	g Con	npany Act	of 1935 or Secti				
(Print or Type R	esponses)										
1. Name and Ac KAY LARR	ddress of Reporting Y ALAN	S	2. Issuer Name and Ticker or Trading Symbol DineEquity, Inc [DIN]				5. Relationship of Reporting Person(s) to Issuer				
(Last)	(First) ((Middle) 3. Date of Earliest Transaction				(Che	(Check all applicable)				
450 NORTH BRAND BOULEVARD, 7TH FLOOR			03/28/2014 —			X Director Officer (giv below)	give title 10% Owner Other (specify below)				
	(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				
GLENDALE	E, CA 91203						Person	More than One K	epotting		
(City)	(State)	(Zip)	Table I - N	on-Deri	vative	Securities A	Acquired, Disposed	of, or Beneficia	lly Owned		
	2. Transaction Date Month/Day/Year)	2A. Deemed Execution Da any (Month/Day/	ate, if Transa Code	ctionAc Dis	Securiti quired (sposed (str. 3, 4	(A) or of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
			Code	V An	nount	or (D) Price	(Instr. 3 and 4)				
Reminder: Repo	ort on a separate line	e for each class	s of securities b	eneficia	lly own	ed directly	or indirectly.				
					Person inform require	ns who rest ation cont ed to resp ys a curre	spond to the colle tained in this forn ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (9-02)		

 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. Number of	6. Date Exercisable and	7. Title and Amount
Derivative Security	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities
(Instr. 3)	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

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	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	Acquired (A or Disposed (D) (Instr. 3, 4, and 5)				
				Code V	(A) (D) Date Exercisable	Expiration Date	Title	Amo or Nun of S
RESTRICTED STOCK UNITS (DIVIDEND EQUIVALENT RIGHTS)	<u>(1)</u>	03/28/2014		A	11.772	<u>(1)</u>	<u>(1)</u>	COMMON STOCK	11.
RESTRICTED STOCK UNITS (DIVIDEND EQUIVALENT RIGHTS)	(2)	03/28/2014		А	13.852	<u>(2)</u>	(2)	COMMON STOCK	13.
RESTRICTED STOCK UNITS (DIVIDEND EQUIVALENT RIGHTS)	(3)	03/28/2014		A	19.116	<u>(3)</u>	<u>(3)</u>	COMMON STOCK	19.

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
KAY LARRY ALAN 450 NORTH BRAND BOULEVARD, 7TH FLOOR GLENDALE, CA 91203	Х					
Signatures						
/s/ James R. Oehler as attorney-in-fact for Larry A. Kay	03/31/2014					
**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).

As previously reported, the reporting person was granted restricted stock units on February 25, 2014 that will vest on February 25, 2017.
 (1) Dividend equivalent rights accrued on the previously reported restricted stock units and will vest proportionately with the restricted stock units to which they relate. Each dividend equivalent right is the economic equivalent of one share of common stock.

As previously reported, the reporting person was granted restricted stock units on February 26, 2013 that will vest on February 26, 2016.(2) Dividend equivalent rights accrued on the previously reported restricted stock units and will vest proportionately with the restricted stock units to which they relate. Each dividend equivalent right is the economic equivalent of one share of common stock.

(3)

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As previously reported, the reporting person was granted restricted stock units on February 28, 2012 that will vest on February 28, 2015. Dividend equivalent rights accrued on the previously reported restricted stock units and will vest proportionately with the restricted stock units to which they relate. Each dividend equivalent right is the economic equivalent of one share of common stock.

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.