

BYFUGLIN MAX S
Form 4
July 31, 2009

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 *
BYFUGLIN MAX S

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)
07/29/2009

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
President (Subsidiary)

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)
Common stock					26,500 ⁽¹⁾	D	
Common Stock	07/29/2009		S	900 D	\$ 18.55 48,412	I	By trust
Common stock	07/29/2009		S	400 D	\$ 18.555 48,012	I	By trust
Common stock	07/29/2009		S	100 D	\$ 18.558 47,912	I	By trust
Common stock	07/29/2009		S	3,200 D	\$ 18.56 44,712	I	By trust

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Common stock	07/29/2009	S	2,480	D	\$ 18.565	42,232	I	By trust
Common stock	07/29/2009	S	800	D	\$ 18.568	41,432	I	By trust
Common stock	07/29/2009	S	1,520	D	\$ 18.57	39,912	I	By trust
Common stock	07/29/2009	S	100	D	\$ 18.579	39,812	I	By trust
Common stock	07/29/2009	S	400	D	\$ 18.58	39,412	I	By trust
Common stock	07/29/2009	S	800	D	\$ 18.59	38,612	I	By trust
Common stock	07/29/2009	S	900	D	\$ 18.6	37,712	I	By trust
Common stock	07/29/2009	S	700	D	\$ 18.605	37,012	I	By trust
Common stock	07/29/2009	S	320	D	\$ 18.608	36,692	I	By trust
Common stock	07/29/2009	S	1,300	D	\$ 18.61	35,392	I	By trust
Common stock	07/29/2009	S	80	D	\$ 18.618	35,312	I	By trust
Common stock	07/29/2009	S	1,012	D	\$ 18.62	34,300	I	By trust
Common stock	07/29/2009	S	300	D	\$ 18.63	34,000 ⁽²⁾	I	By trust

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.

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 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,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
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4, and 5)

	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Code V (A) (D)				

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BYFUGLIN MAX S 26901 MALIBU HILLS ROAD CALABASAS HILLS, CA 91301			President (Subsidiary)	

Signatures

Max Byfuglin by Debby Zurzolo, his attorney in fact	07/31/2009
**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) Of this amount, 10,000, 6,000, 2,000 and 2,000 shares represent restricted stock awards vesting on 1/4/2010, 2/5/2012, 2/5/2013 and 2/5/2014, respectively.
- (2) Shares are held by the Byfuglin Family Trust u/a 09/27/2003, 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.