SLOMANN CHERYL

Form 4

August 02, 2012

FORM 4

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

OMB Number: 3235-0287

Estimated average

burden hours per

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005

0.5

OMB APPROVAL

Form 4 or Form 5 obligations may continue. See Instruction

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

response...

1(b).

(City)

(State)

(Print or Type Responses)

1. Name and Address of Reporting Person * SLOMANN CHERYL	2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
	CHEESECAKE FACTORY INC [CAKE]	(Check all applicable)			
(Last) (First) (Middle)	3. Date of Earliest Transaction (Month/Day/Year)	Director 10% Owner Other (specify			
26901 MALIBU HILLS ROAD	07/31/2012	below) below) Principal Accounting Officer			
(Street)	4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
	Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person			
CALABASAS HILLS, CA 91301		Form filed by More than One Reportin Person			

${\bf (Zip)} \qquad \qquad {\bf Table~I-Non-Derivative~Securities~Acquired, Disposed~of, or~Beneficially~Owned}$

							,	,	.,
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(Instr. 4)	
Common stock	07/31/2012		M	15,000	A	\$ 28.21	28,818	D	
Common stock	07/31/2012		M	5,000	A	\$ 25.1	33,818	D	
Common stock	07/31/2012		S	2,600	D	\$ 33.23	31,218	D	
Common stock	07/31/2012		S	2,100	D	\$ 33.21	29,118	D	
Common stock	07/31/2012		S	500	D	\$ 33.2	28,618	D	

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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
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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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. Transactic Code (Instr. 8)	5. Number of onDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exerci Expiration Dat (Month/Day/Y	te	7. Title and Underlying (Instr. 3 and	Securities
				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

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Options

to

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

common stock

Reporting Owners

Relationships Reporting Owner Name / Address

> 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 Date Reporting Person

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.

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