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CHEESECAKE FACTORY INCORPORATED

Form 8-K

November 14, 2003

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SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported):
November 13, 2003

THE CHEESECAKE FACTORY INCORPORATED
(Exact Name of Registrant as Specified in its Charter)

Delaware	0-20574	51-0340466
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

26950 Agoura Road
Calabasas Hills, California 91301
(Address of principal executive offices)

Registrant's telephone number, including area code:
(818) 871-3000

Not Applicable
(Former name or former address, if changed since last report)

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ITEM 5. OTHER EVENTS

On November 13, 2003, The Cheesecake Factory Incorporated issued a press release entitled "The Cheesecake Factory Appoints a Coordinating Director." A copy of the press release is attached as Exhibit 99.1.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: November 13, 2003

THE CHEESECAKE FACTORY INCORPORATED

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By: /s/ GERALD W. DEITCHLE

 Gerald W. Deitchle
 President and Chief Financial Officer
 (Principal Financial Officer)

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EXHIBIT INDEX

Exhibit	Description
99.1	Press Release dated November 13, 2003 entitled "The Cheesecake Factory Appoints a Coordinating Director."

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ht-width: 1; border-bottom-width: 1">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 19,011 I See Footnote ⁽¹⁾ Common Stock 06/01/2005 S
 1,200 D \$ 20.82 245,147 D Common Stock 06/01/2005 S 2,100 D \$ 20.81 243,847 D Common Stock 06/01/2005
 S 1,700 D \$ 20.8 242,147 D Common Stock 06/01/2005 S 1,200 D \$ 20.79 240,947 D Common
 Stock 06/01/2005 S 6,100 D \$ 20.78 234,847 D Common Stock 06/01/2005 S 2,500 D \$ 20.77 232,347 D
 Common Stock 06/01/2005 S 100 D \$ 20.76 232,247 D Common Stock 06/01/2005 S 700 D \$ 20.74 231,547 D
 Common Stock 06/01/2005 S 1,800 D \$ 20.73 229,747 D Common Stock 06/01/2005 S 900 D \$ 20.72 228,847 D
 Common Stock 06/01/2005 S 100 D \$ 20.71 228,747 D Common Stock 06/01/2005 S 5,500 D \$ 20.7 223,247 D
 Common Stock 06/01/2005 S 200 D \$ 20.69 223,047 D Common Stock 06/01/2005 S 3,700 D \$ 20.6 219,347 D
 Common Stock 06/01/2005 S 200 D \$ 20.59 219,147 D Common Stock 06/01/2005 S 200 D \$ 20.58 218,947 D
 Common Stock 06/01/2005 S 400 D \$ 20.56 218,547 D Common Stock 06/01/2005 S 4,400 D \$ 20.55 214,147 D
 Common Stock 06/01/2005 S 1,500 D \$ 20.54 212,647 D Common Stock 06/01/2005 S 300 D \$ 20.52 212,347
 D Common Stock 06/01/2005 S 500 D \$ 20.51 211,847 D Common Stock 06/01/2005 S 14,700 D \$ 20.5
 197,147 D

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	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Securities Acquired (A) or	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
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Security			Disposed of		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
			(D)	(Instr. 3, 4, and 5)								
	Code	V	(A)	(D)								
Option	\$ 18.26		02/09/2005				A	5,000	02/09/2005 ⁽²⁾	11/17/2009 ⁽²⁾	Common Stock	5,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WILLIAMSON JAMES JR 2311 PINE BEND DR. KINGWOOD, TX 77339		X		

Signatures

David C. Milne; Attorney in fact. 06/01/2005

__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) These shares are held by Mr. Williamson's spouse.
- (2) The Options were conditionally granted on 11-17-2004 subject to shareholder approval on 2-9-2005. Vesting occurs at a rate of 20% immediately and 20% each anniversary of the grant thereafter.

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.