

DineEquity, Inc  
Form 4  
March 03, 2015

**FORM 4**

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

OMB APPROVAL

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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 \*  
**KALVIN GREGGORY**

(Last) (First) (Middle)  
  
450 NORTH BRAND  
BOULEVARD, 7TH FLOOR  
  
(Street)

GLENDALE, CA 91203

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
DineEquity, Inc [DIN]

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/27/2015

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
SVP, CORPORATE CONTROLLER

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)
			Code	V	Amount or Price		
COMMON STOCK	02/27/2015		F <sup>(8)</sup>		517	D	\$ 108.53 3,588
COMMON STOCK	03/02/2015		M		1,349	A	\$ 52.37 4,937
COMMON STOCK	03/02/2015		S		1,349	D	\$ 108.414 3,588 <sup>(1)</sup>
COMMON STOCK	03/02/2015		M		866	A	\$ 72.28 4,454
COMMON STOCK	03/02/2015		S		366	D	\$ 108.011 4,088

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					(2)			
COMMON STOCK	03/02/2015	S	500	D	\$ 108.504	3,588	D	
COMMON STOCK	03/02/2015	M	839	A	\$ 81.57	4,427	D	
COMMON STOCK	03/02/2015	S	800	D	\$ 107.16	3,627	D	
COMMON STOCK	03/02/2015	S	39	D	\$ 108.79	3,588	D	
COMMON STOCK	03/02/2015	S	100	D	\$ 108.77	3,488	D	
COMMON STOCK	03/02/2015	S	696	D	\$ 108.288	2,792	D	
COMMON STOCK						4,300.727	I	By trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**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, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
STOCK OPTION (RIGHT TO BUY)	\$ 52.37	03/02/2015		M	1,349	(5) 02/28/2022	COMMON STOCK	1,349
STOCK OPTION	\$ 72.28	03/02/2015		M	866	(6) 02/26/2023	COMMON STOCK	866



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The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$107.68 to \$108.60, inclusive. The reporting person undertakes to provide to the SEC, the Issuer and any security holder full information regarding the number of shares and the prices at which the shares were sold.

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.