

CHEESECAKE FACTORY INC  
Form 4  
March 14, 2007

**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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
KRANSDORF JEROME I

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

3. Date of Earliest Transaction (Month/Day/Year)  
03/12/2007

Director  10% Owner  
 Officer (give title below)  Other (specify below)

(Street)  
CALABASAS HILLS, CA 91301

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

(City) (State) (Zip)

**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 Ownership (Instr. 4)	
				Code	V	Amount				(A) or (D)
Common Stock	03/12/2007		M			8,500	\$ 4.07	8,500	D	
Common Stock	03/12/2007		S			8,500	\$ 26.93	0	D	
Common Stock	03/13/2007		M			10,000	\$ 4.07	10,000	D	
Common Stock	03/13/2007		S			10,000	\$ 26.61	0	D	
Common Stock	03/13/2007		A			5,000	\$ 4.07	5,000	D	

Edgar Filing: CHEESECAKE FACTORY INC - Form 4

Common Stock	03/13/2007	S	5,000	D	\$ 26.50	0	D
Common Stock	03/13/2004	A	5,000	A	\$ 4.07	5,000	D
Common Stock	03/13/2007	S	5,000	D	\$ 26.49	0	D
Common Stock	03/13/2007	M	7,500	A	\$ 4.07	7,500	D
Common Stock	03/13/2007	S	7,500	D	\$ 26.93	0	D
Common Stock	03/13/2007	M	5,000	A	\$ 4.07	5,000	D
Common Stock	03/13/2007	S	5,000	D	\$ 26.67	0	D
Common Stock	03/13/2007	M	5,000	A	\$ 4.07	5,000	D
Common Stock	03/13/2007	S	5,000	D	\$ 26.69	0	D
Common Stock	03/13/2007	A	1,813	A	\$ 4.07	1,813	D
Common Stock	03/13/2007	S	1,813	D	\$ 26.68	0	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 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)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to Purchase	\$ 4.07	03/12/2007		M		5,000		05/14/1997	05/14/2007	Common Stock	5,000

Edgar Filing: CHEESECAKE FACTORY INC - Form 4

(Right to Buy)									
Option to Purchase (Right to Buy)	\$ 4.07	03/12/2007	M	3,500	05/14/1997	05/14/2007	Common Stock	3,500	
Option to Purchase (Right to Buy)	\$ 4.07	03/13/2007	M	10,000	05/14/1997	05/14/2007	Common Stock	10,000	
Option to Purchase (Right to Buy)	\$ 4.07	03/13/2007	M	5,000	05/14/1997	05/14/2007	Common Stock	5,000	
Option to Purchase (Right to Buy)	\$ 4.07	03/13/2007	M	5,000	05/14/1997	05/14/2007	Common Stock	5,000	
Option to Purchase (Right to Buy)	\$ 4.07	03/13/2007	M	7,500	05/14/1997	05/14/2007	Common Stock	7,500	
Option to Purchase (Right to Buy)	\$ 4.07	03/13/2007	M	5,000	05/14/1997	05/14/2007	Common Stock	5,000	
Option to Purchase (Right to Buy)	\$ 4.07	03/13/2007	M	5,000	05/14/1997	05/14/2007	Common Stock	5,000	
Option to Purchase (Right to Buy)	\$ 4.07	03/13/2007	M	1,813	05/14/1997	05/14/2007	Common Stock	1,813	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KRANSDORF JEROME I 26901 MALIBU HILLS ROAD CALABASAS HILLS, CA 91301	X			

## Signatures

Cheryl Slomann,  
Attorney-in-Fact

03/14/2007

\_\_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).

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.