

DineEquity, Inc  
Form 4  
March 04, 2014

# 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)  
03/03/2014

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 (D) or Price   |  |   |
| COMMON STOCK                    | 03/03/2014                           |  | M                              |   | 1,349 A \$ 52.37  | 9,937  | D   |
| COMMON STOCK                    | 03/03/2014                           |  | S                              |   | 700 D \$ 82.67 <sup>(1)</sup>   | 9,237  | D   |
| COMMON STOCK                    | 03/03/2014                           |  | S                              |   | 649 D \$ 83.41 <sup>(2)</sup>   | 8,588  | D   |
| COMMON STOCK                    | 03/03/2014                           |  | M                              |   | 866 A \$ 72.28  | 9,454  | D   |
| COMMON STOCK                    | 03/03/2014                           |  | S                              |   | 400 D \$ 82.61 <sup>(3)</sup>   | 9,054  | D   |

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|              |            |   |       |   |                                 |        |   |
|--------------|------------|---|-------|---|---------------------------------|--------|---|
| COMMON STOCK | 03/03/2014 | S | 466   | D | \$ <u>83.38</u> <sup>(4)</sup>  | 8,588  | D |
| COMMON STOCK | 03/03/2014 | M | 1,515 | A | \$ 57.21                        | 10,103 | D |
| COMMON STOCK | 03/03/2014 | S | 500   | D | \$ <u>82.48</u> <sup>(5)</sup>  | 9,603  | D |
| COMMON STOCK | 03/03/2014 | S | 1,015 | D | \$ <u>83.306</u> <sup>(6)</sup> | 8,588  | D |
| COMMON STOCK | 03/03/2014 | S | 400   | D | \$ <u>82.51</u> <sup>(7)</sup>  | 8,188  | D |
| COMMON STOCK | 03/03/2014 | S | 549   | D | \$ <u>83.38</u> <sup>(8)</sup>  | 7,639  | D |

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

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(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) | Amount or Number of Shares |       |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|-------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                      |       |
| STOCK OPTION (RIGHT TO BUY)                | \$ 52.37   | 03/03/2014                           |  | M                              | 1,349   | <u>(9)</u>   | 02/28/2022  | COMMON STOCK               | 1,349 |
| STOCK OPTION (RIGHT TO BUY)                | \$ 72.28   | 03/03/2014                           |  | M                              | 866   | <u>(10)</u>  | 02/22/2020  | COMMON STOCK               | 866   |
|  | \$ 57.21   | 03/03/2014                           |  | M                              | 1,515   | <u>(11)</u>  | 02/28/2021  |                            | 1,515 |

STOCK  
OPTION  
(RIGHT  
TO  
BUY)

COMMON  
STOCK

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                              |       |
|--|---------------|-----------|------------------------------|-------|
|  | Director      | 10% Owner | Officer                      | Other |
| KALVIN GREGGORY<br>450 NORTH BRAND BOULEVARD, 7TH<br>FLOOR<br>GLENDALE, CA 91203 |               |           | SVP, CORPORATE<br>CONTROLLER |       |

## Signatures

/s/ James R. Oehler as attorney-in-fact for Gregory  
Kalvin

03/04/2014

\_\_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) The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$82.20 to \$83.16, 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.
- (2) The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$83.27 to \$83.69, 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.
- (3) The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$82.19 to \$83.07, 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.
- (4) The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$83.28 to \$83.56, 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.
- (5) The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$82.01 to \$82.96, 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.
- (6) The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$83.17 to \$83.53, 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.
- (7) The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$82.01 to \$83.00, 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.
- (8) The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$83.03 to \$83.58, 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.
- (9) This option was granted to the reporting person under the DineEquity, Inc. 2011 Stock Incentive Plan on February 28, 2012. This option to purchase 4,047 shares of common stock vests as to one-third of the shares on each of February 28, 2013, 2014 and 2015.

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- (10) This option was granted to the reporting person under the DineEquity, Inc. 2011 Stock Incentive Plan on February 26, 2013. This option to purchase 2,598 shares of common stock vests as to one-third of the shares on each of February 26, 2014, 2015 and 2016.
- (11) This option was granted to the reporting person under the IHOP Corp. 2001 Stock Incentive Plan on February 28, 2011. This option to purchase 4,545 shares of common stock vested as to one-third of the shares on each of February 28, 2012, 2013 and 2014.

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.