

DineEquity, Inc  
Form 4  
January 19, 2017

**FORM 4**

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

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

**OMB APPROVAL**

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**JAKUBEK JOHN**

(Last) (First) (Middle)

**450 NORTH BRAND  
BOULEVARD, 7TH FLOOR**

(Street)

**GLENDAL, CA 91203**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

**DineEquity, Inc [DIN]**

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

**01/17/2017**

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 \_\_\_\_\_ Other (specify  
below) below)

**SVP, HUMAN RESOURCES**

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)
COMMON STOCK	01/17/2017		M	6,990	A \$ 52.37 13,956	D	
COMMON STOCK	01/17/2017		S	6,990	D \$ 74.394 6,966 (1)	D	
COMMON STOCK	01/17/2017		M	16,838	A \$ 28.21 23,804	D	
COMMON STOCK	01/17/2017		S	16,838	D \$ 74.394 6,966 (1)	D	
	01/17/2017		M	10,488	A \$ 57.21 17,454	D	

COMMON  
STOCKCOMMON  
STOCK

01/17/2017

S

10,488

D

\$

74.394

6,966

D

(1)

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 Share
STOCK OPTION (RIGHT TO BUY)	\$ 52.37	01/17/2017		M		6,990		<u>(2)</u>	02/28/2022	COMMON STOCK	6,990
STOCK OPTION (RIGHT TO BUY)	\$ 28.21	01/17/2017		M		16,838		<u>(4)</u>	02/22/2020	COMMON STOCK	16,838
STOCK OPTION (RIGHT TO BUY)	\$ 57.21	01/17/2017		M		10,488		<u>(5)</u>	02/28/2021	COMMON STOCK	10,488

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director

10% Owner

Officer

Other

SVP, HUMAN RESOURCES

JAKUBEK JOHN  
450 NORTH BRAND BOULEVARD, 7TH FLOOR  
GLENDALE, CA 91203

## Signatures

/s/ Joanne Wu as attorney-in-fact for John B.  
Jakubek

01/19/2017

\_\_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).
- The price reported is the average weighted price. The shares were sold in multiple transactions at prices ranging from \$74.04 to \$74.86,
- (1) inclusive. The reporting person undertakes to provide to the SEC, the Issuer and any security holder, the full information regarding the number of shares and the prices at which the shares were sold.
- (2) The stock option was granted to the reporting person under the Issuer's 2011 Stock Incentive Plan. The option vested as to one-third of the share on each of February 28, 2013, 2014 and 2015.
- (3) Granted as compensation for services.
- (4) The stock option was granted to the reporting person under the Issuer's 2001 Stock Incentive Plan. The option vested as to one-third of the shares on each of February 22, 2011, 2012 and 2013.
- (5) The stock option was granted to the reporting person under the Issuer's 2001 Stock Incentive Plan. The option 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.

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