

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-03-04** | Period of Report: **2013-03-01**
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REPORTING OWNER

DAHL RICHARD J

CIK: **1278231**

Type: **4** | Act: **34** | File No.: **001-15283** | Film No.: **13663386**

Mailing Address

DOLE FOOD CO

1 DOLE DRIVE

WESTLAKE CA 91362

ISSUER

DineEquity, Inc

CIK: **49754** | IRS No.: **953038279** | State of Incorporation: **DE** | Fiscal Year End: **1231**

SIC: **5812** Eating places

Mailing Address

450 N. BRAND BLVD, 7TH

FLOOR

GLENDALE CA 91203

Business Address

450 N BRAND BLVD 3RD FLR

GLENDALE CA 91203-1903

818-240-6055

FORM 4

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

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

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person DAHL RICHARD J			2. Issuer Name and Ticker or Trading Symbol DineEquity, Inc [DIN]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/01/2013					
450 NORTH BRAND BOULEVARD, 7TH FLOOR			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
(Street) GLENDALE, CA 91203								
(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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
COMMON STOCK	03/01/2013		M		5,000	A	(1)	5,000	D	
COMMON STOCK								29,200	I	By trust (2)

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
RESTRICTED STOCK UNITS	(1)	03/01/2013		M		5,000		(1)	(1)	COMMON STOCK	5,000	(1)	0	D

Explanation of Responses:

- On March 1, 2010, the reporting person received 5,000 restricted stock units which were to vest in full on March 1, 2013, with 2,500 to be settled on vesting in shares of common stock and 2,500 to be settled on vesting in cash. On February 26, 2013, the Board of Directors of the Issuer determined that all 5,000 restricted stock units should be settled on vesting in shares of common stock. This transaction represents the March 1, 2013 vesting of these restricted stock units, all of which were settled in shares of common stock of the Issuer.
- Shares held by Richard James Dahl as trustee for the Richard J. Dahl Revocable Living Trust dated 01/20/1995.

Signatures

/s/ Kisha L. Parker, as attorney-in-fact for Richard J. Dahl

** Signature of Reporting Person

03/04/2013

Date

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

* 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.

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 Number.