

Clark Matthew Eliot  
Form 3  
December 12, 2008

# FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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## INITIAL STATEMENT OF 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)

|                                                                                                                                                                                                                             |                                                                                       |                                                                                         |                                                                                                                                                                                                                                                                                                                             |                                                             |                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. Name and Address of Reporting Person *</p> <p>Clark Matthew Eliot</p> <p>(Last) (First) (Middle)</p> <p>26901 MALIBU HILLS RD</p> <p>(Street)</p> <p>CALABASAS</p> <p>HILLS, CA 91301</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>12/12/2008</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>CHEESECAKE FACTORY INC [CAKE]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>VP, Strategic Planning</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities<br>Beneficially Owned<br>(Instr. 4) | 3. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial<br>Ownership<br>(Instr. 5) |
|------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------|
| Common Stock                       | 100                                                         | D                                                                       | ^                                                           |
| Common Stock <sup>(1)</sup>        | 2,500                                                       | D                                                                       | ^                                                           |

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

SEC 1473 (7-02)

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### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 4) | 4. Conversion<br>or Exercise<br>Price of<br>Derivative | 5. Ownership<br>Form of<br>Derivative<br>Security: | 6. Nature of Indirect<br>Beneficial Ownership<br>(Instr. 5) |
|-----------------------------------------------|----------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------|-------------------------------------------------------------|
|-----------------------------------------------|----------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------|-------------------------------------------------------------|

## Edgar Filing: Clark Matthew Eliot - Form 3

|                    | Date<br>Exercisable | Expiration<br>Date | Title           | Amount or<br>Number of<br>Shares | Security | Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) |   |
|--------------------|---------------------|--------------------|-----------------|----------------------------------|----------|------------------------------------------------|---|
| Option to Purchase | Â <u>(2)</u>        | 02/13/2016         | Common<br>Stock | 10,000                           | \$ 36.19 | D                                              | Â |
| Option to Purchase | Â <u>(3)</u>        | 01/04/2017         | Common<br>Stock | 7,500                            | \$ 25.1  | D                                              | Â |
| Option to Purchase | Â <u>(4)</u>        | 01/03/2018         | Common<br>Stock | 8,000                            | \$ 21.17 | D                                              | Â |

## Reporting Owners

| Reporting Owner Name / Address                                            | Relationships |           |                          |       |
|---------------------------------------------------------------------------|---------------|-----------|--------------------------|-------|
|                                                                           | Director      | 10% Owner | Officer                  | Other |
| Clark Matthew Eliot<br>26901 MALIBU HILLS RD<br>CALABASAS HILLS, CA 91301 | Â             | Â         | Â VP, Strategic Planning | Â     |

## Signatures

Debby Zurzolo                      12/12/2008

\_\_\_\_Signature of                      Date  
Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Restricted stock award vesting on January 4, 2010.
- (2) The option vests in five equal installments beginning 2/13/07.
- (3) The option vests in five equal installments beginning 1/4/08.
- (4) The option vests in five equal installments beginning 1/3/09.

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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