FORM 4	SION	OMB APPR	OVAL			
Check this box if no longer subject to Section 16. Form 4 or Form 5	STATE	Washington, D.C. 20549	OMB Number: Expires: Estimated aver	3235-0287 December 31, 2014		
obligations may continue. See Instruction 1(b).	nay continue. Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section					
1. Name and Address of Repo GORDON MICHAEL STEPHE	•	2. Issuer Name <b>and</b> Ticker or Trading Symbol DineEquity, Inc [DIN]	5. Relationship Issuer		Person(s) to	
(Last) (First) 450 N. BRAND BOULEVARD	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/01/2010	Check all appli X Director Officer ( title belo	give (	10% Owner Other (specify pelow)	

450 N. BRAND	BOULEVARD -	FLR 7		title below)	below)			
(Street) GLENDALE CA 91203		91203	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person				
(City)	(State)	(Zip)		Form filed by More than ( Person	Jne Reporting			

	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
1.Title of Security (Instr.	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code	nsaction Action Dis		d of	or	Securities Beneficially Owned	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership			
3)			Code	V	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	or Indirect (I) (Instr. 4)	(Instr. 4)			

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. Transac Code (Instr. 8		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		tion Date	7. Title and Amount of Underlying Securities (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	Title	Amount or Number of Shares				
Restricted Stock Units	(1)	03/01/2010		A		5,000 (1)		(1)	(1)	Common Stock	5,000	\$ 0 <sup>(2)</sup>	5,000	D	

## Explanation of Responses:

On March 1, 2010, the reporting person received 5,000 restricted stock units of which 2,500 will be settled on vesting in shares of common stock and 2,500 will be settled on vesting in cash. The restricted stock units vest in full on March 1, 2013.
 Granted as compensation for services.

 /s/ Rebecca Tilden as

 attorney-in-fact for Michael
 03/03/2010

 S. Gordon

 \*\* Signature of Reporting

 Date

Person

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.