FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL OMB Number 3235-0287 Estimated average burden hours per response: 0.5

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Add		g Person [*]	2. Issuer Name and Ticker or Trading Symbol DineEquity, Inc [DIN]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last) (First) (Middle) 450 N. BRAND BLVD. 7TH FLOOR		(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 11/04/2010	x	Director Officer (give title below) President, 1	10% Owner Other (specify below) IHOP				
			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indi Line)	vidual or Joint/Group Filing (Check Applicable					
(Street)				X	Form filed by One Re	porting Person				
GLENDALE	CA	91203			Form filed by More th Person	an One Reporting				
(City)	(State)	(Zip)								
		Table I - Non-D	erivative Securities Acquired, Disposed of, or Ben	eficially	Owned					

erivative Securities Acquired, Disposed of, or Beneficially Owned

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	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership	
		Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(insu: 4)	(Instr. 4)	
11/04/2010		М		25,000	A	\$29.1	57,311	D		
11/04/2010		S		16,000	D	\$50.653	41,311	D		
11/04/2010		S		1,500	D	\$50.9284	39,811	D		
11/04/2010		S		4,334	D	\$51.1999	35,477	D		
11/04/2010		S		3,166	D	\$51.4413	32,311	D		
	Date (Month/Day/Year) 11/04/2010 11/04/2010 11/04/2010	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) 11/04/2010 11/04/2010 11/04/2010 11/04/2010 11/04/2010 11/04/2010	Date (Month/Day/Year)Execution Date, if any (Month/Day/Year)Transac Code (Ir 8)11/04/201011/04/2010M11/04/2010S11/04/2010S11/04/2010S	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) 11/04/2010 M 11/04/2010 S 11/04/2010 S 11/04/2010 S	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) Disposed O 5) 11/04/2010 M V Amount 11/04/2010 M S 16,000 11/04/2010 S 16,000 1,500 11/04/2010 S 4,334 4,334	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) Disposed Of (D) (Instruction 5) 11/04/2010 M V Amount (A) or (D) 11/04/2010 M 25,000 A 11/04/2010 S 16,000 D 11/04/2010 S 1,500 D 11/04/2010 S 4,334 D	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) Disposed Of (D) (Instr. 3, 4 and 5) 11/04/2010 Code V Amount (A) or (D) Price 11/04/2010 M 25,000 A \$29.1 11/04/2010 S 16,000 D \$50.653 11/04/2010 S 1,500 D \$50.9284 11/04/2010 S 4,334 D \$51.1999	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) Disposed Of (D) (Instr. 3, 4 and 5) Securities Beneficially Owned Following Reported Transaction(5) (Instr. 3 and 4) 11/04/2010 M V Amount (A) or (D) Price Securities Beneficially Owned Following Reported Transaction(5) (Instr. 3 and 4) 11/04/2010 M 25,000 A \$29.1 57,311 11/04/2010 S 16,000 D \$50.653 41,311 11/04/2010 S 1,500 D \$50.9284 39,811 11/04/2010 S V 4,334 D \$51.1999 35,477	$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	

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)	Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		of		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: 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				
Stock Option (right to buy)	\$29.1	11/04/2010		М			25,000	(1)	06/22/2019	Common Stock	25,000	\$ <u>0</u>	50,000	D	

Explanation of Responses:

1. The stock option was granted to the reporting person under the Issuer's Amended and Restated Equity Incentive Plan. The option vests as to one-third on each of June 22, 2010, June 22, 2011 and June 22, 2012.



** Signature of Reporting Person Date

11/05/2010

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.

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