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Form 4 March 28, 20 FORM Check thi if no long subject to Section 1 Form 4 of Form 5 obligation may cont	March 28, 2013 FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction Titled pursuant to Section 16(a) of the Securities Exchange Act of 1934, State of the Public Utility Holding Company Act of 1935 or Section 17(a) of the Investment Company Act of 1940									3235-0287 January 31, 2005 erage
(Print or Type F	Responses)									
J			2. Issuer Name and Ticker or Trading Symbol JACK IN THE BOX INC /NEW/ [JACK]				elationship of Reporting Person(s) to er (Check all applicable)			
(Last)	(First) (M	liddle)	(Month/Day/Tear) below)					ve title Other (specify		
9330 BALB	OA AVENUE									
				Ionth/Day/Year) Applic _X_F				dividual or Joint/Group Filing(Check cable Line) Form filed by One Reporting Person form filed by More than One Reporting n		
(City)	(State) (Zip)	Table	e I - Non-D	erivative Se	curiti			or Beneficially	Owned
1.Title of Security (Instr. 3)		ransaction Date 2A. Deemed nth/Day/Year) Execution Date, if any (Month/Day/Year)			3. 4. Securities Acquired (A) or TransactionDisposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Price				 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) 	7. Nature of Indirect Beneficial Ownership (Instr. 4)
COMMON STOCK	03/28/2013			М	100,000	A	\$ 24.74	379,985	D	
COMMON STOCK	03/28/2013			S <u>(1)</u>	100,000	D	\$ 34.8273 (2)	279,985	D	
COMMON STOCK	03/28/2013			М	65,746	А	\$ 19.26	345,731	D	
COMMON STOCK	03/28/2013			S <u>(1)</u>	65,746	D	\$ 34.6723 (3)	279,985	D	

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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.

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. Transactio Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Ar Underlying Se (Instr. 3 and 4)
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title
NON QUALIFIED STOCK OPTION	\$ 24.74	03/28/2013		М	100,000	09/12/2009 <u>(4)</u>	09/12/2015	COMMON STOCK
NON QUALIFIED STOCK OPTION	\$ 19.26	03/28/2013		М	65,746	11/23/2010 <u>(4)</u>	11/23/2016	COMMON STOCK

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
LANG LINDA 9330 BALBOA AVENUE SAN DIEGO, CA 92123	Х		CHAIRMAN & CEO				
Signaturaa							

Signatures

LINDA A LANG ^{**}Signature of Reporting Person 03/28/2013 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).
- (1) Exercise and Sale pursuant to rule 10b5-1 Plan.

This transaction was executed in multiple trades at prices ranging from \$34.75 to \$35.00. The price reported reflects the weighed average
 (2) sales price. The reporting person undertakes to provide to the issure, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price.

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This transaction was executed in multiple trades at prices ranging from \$34.50 to \$34.76. The price reported reflects the weighed average(3) sales price. The reporting person undertakes to provide to the issure, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price.

(4) The stock option becomes exercisable in three equal installments commencing one year after the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.