

DOMINOS PIZZA INC  
Form 4  
March 07, 2011

**FORM 4**

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

OMB APPROVAL

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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 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)

1. Name and Address of Reporting Person \*  
**BRANDON DAVID**

(Last) (First) (Middle)

**C/O DOMINO'S PIZZA, INC., 30  
FRANK LLOYD WRIGHT DRIVE**

(Street)

**ANN ARBOR, MI 48106**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**DOMINOS PIZZA INC [DPZ]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**03/03/2011**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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 Ownership (Instr. 4)
			Code V	Amount (D)	Price		
Common Stock, \$.01 par value					35,000 <sup>(1)</sup>	I	Owned by David A. Brandon Foundation
Common Stock, \$.01 par value					3,291.2072	I	401(K) Savings Plan
Common Stock, \$.01 par value	03/03/2011		M	180,000	A \$ 11.52	434,224.709	D
Common Stock, \$.01	03/03/2011		M	200,000	A \$ 8.96	634,224.709	D

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par value							
Common Stock, \$.01 par value	03/03/2011	M	293,333	A	\$ 8.66	927,557.709	D
Common Stock, \$.01 par value	03/03/2011	M	166,666	A	\$ 5.25	1,094,223.709	D
Common Stock, \$.01 par value	03/03/2011	M	179,999	A	\$ 10.06	1,274,222.709	D
Common Stock, \$.01 par value	03/03/2011	M	37,500	A	\$ 11.23	1,311,722.709	D
Common Stock, \$.01 par value	03/03/2011	M	90,000	A	\$ 12.51	1,401,722.709	D
Common Stock, \$.01 par value	03/03/2011	M	180,000	A	\$ 10.06	1,581,722.709	D
Common Stock, \$.01 par value	03/03/2011	M	270,000	A	\$ 10.06	1,851,722.709	D
Common Stock, \$.01 par value	03/03/2011	S	1,597,498	D	\$ 17.0051 (2)	254,224.709	D
Common Stock, \$.01 par value	03/07/2011	S	18,078	D	\$ 17.0368 (3)	236,146.709	D
Non-Voting Common Stock, \$.01 par value	03/07/2011	S	39,262	D	\$ 17.0368 (3)	0	D

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

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(9-02)

**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	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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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	Derivative Security		Disposed of (D) (Instr. 3, 4, and 5)		Date Exercisable	Expiration Date	Title	Amount Number Shares
			Code	V (A) (D)				
Option to Purchase Common Stock	\$ 5.25	03/03/2011	M	166,666	06/25/2003	01/01/2012	Common Stock, \$.01 par value	166,666
Option to Purchase Common Stock	\$ 8.66	03/03/2011	M	293,333	05/04/2007	01/11/2012	Common Stock, \$.01 par value	293,333
Option to Purchase Common Stock	\$ 8.96	03/03/2011	M	200,000	07/26/2011	07/26/2016	Common Stock, \$.01 par value	200,000
Option to Purchase Common Stock	\$ 10.06	03/03/2011	M	179,999	07/13/2009	07/13/2014	Common Stock, \$.01 par value	179,999
Option to Purchase Common Stock	\$ 10.06	03/03/2011	M	180,000	01/02/2011	01/02/2013	Common Stock, \$.01 par value	180,000
Option to Purchase Common Stock	\$ 10.06	03/03/2011	M	270,000	01/11/2011	07/18/2017	Common Stock, \$.01 par value	270,000
Option to Purchase Common Stock	\$ 11.23	03/03/2011	M	37,500	01/11/2011	07/26/2016	Common Stock, \$.01 par value	37,500
Option to Purchase Common Stock	\$ 11.52	03/03/2011	M	180,000	07/29/2010	07/29/2015	Common Stock, \$.01 par value	180,000
Option to Purchase Common Stock	\$ 12.51	03/03/2011	M	90,000	07/29/2010	07/29/2015	Common Stock, \$.01 par value	90,000

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director 10% Owner Officer Other

BRANDON DAVID  
C/O DOMINO'S PIZZA, INC.  
30 FRANK LLOYD WRIGHT DRIVE  
ANN ARBOR, MI 48106

X

## Signatures

/s/ Adam J. Gacek,  
attorney-in-fact

03/07/2011

\_\_Signature of Reporting Person

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) Mr. Brandon disclaims beneficial ownership of the Common Stock of Domino's Pizza, Inc. held by the David A. Brandon Foundation as well as all pecuniary interest therein.
- (2) Sale price of common stock ranged from \$17.00 to 17.21.
- (3) Sale price of common stock ranged from \$17.00 to \$17.11.

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