

DUNKIN' BRANDS GROUP, INC.  
 Form 4  
 March 04, 2014

**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 \*  
**COSTELLO JOHN H**

2. Issuer Name and Ticker or Trading Symbol  
**DUNKIN' BRANDS GROUP, INC.  
 [DNKN]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
 President, Glob.Mkt & Innovat.

**C/O DUNKIN' BRANDS GROUP, INC., 130 ROYALL STREET**

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_ Form filed by More than One Reporting Person

**CANTON, MA 02021**

(City) (State) (Zip)

**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 Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	02/28/2014		A		27,096 <sup>(1)</sup>	A	\$ 0 59,549 D
Common Stock	03/03/2014		M		783	A	\$ 3.02 60,332 D
Common Stock	03/03/2014		M		1,217	A	\$ 37.26 61,549 D
Common Stock	03/03/2014		S <sup>(2)</sup>		2,000	D	\$ 51.12 59,549 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 Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivatives Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Security (Instr. 3 and 4)
					V	(A)	(D)	Date Exercisable	Expiration Date	
Option to purchase Common Stock	\$ 51.67	02/28/2014		A		101,318		(3)	02/28/2021	Common Stock 101,
Option to purchase Common Stock	\$ 3.02	03/03/2014		M		783		(4)	02/23/2020	Common Stock 78
Option to purchase Common Stock	\$ 37.26	03/03/2014		M		1,217		(5)	02/12/2023	Common Stock 1,2

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director      10% Owner      Officer      Other

COSTELLO JOHN H  
C/O DUNKIN' BRANDS GROUP, INC.  
130 ROYALL STREET  
CANTON, MA 02021

President,  
Glob.Mkt &  
Innovat.

## Signatures

/s/ Richard Emmett, as attorney-in-fact for John H. Costello

03/04/2014

\*\*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)

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On 2/28/2014, the reporting person was granted a restricted stock award of 27,096 shares of common stock. The award vests based on time criteria (full vesting on 7/31/2016 subject to continued employment by the reporting person on the vesting date).

- (2) The sales reported on this Form 4 were effected pursuant to a Rule 10B5-1 trading plan adopted by the reporting person on 4/26/2013.
- (3) On 2/28/2014, the reporting person was granted an option to purchase 101,318 shares of common stock. The option vests based upon time criteria (four equal annual installments that begin on 2/28/2015).
- (4) On 02/23/2010, the reporting person was granted an option to purchase 65,674 shares of Common Stock. The option vests based upon time (five equal installments that began on 02/23/2011).
- (5) On 2/12/2013, the reporting person was granted an option to purchase 76,000 shares of common stock. The option vests based upon time criteria (four equal annual installments that began on 2/12/2014).

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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