LANG LINDA Form 4 March 28, 2013

FORM 4

OMB APPROVAL

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

OMB 3235-0287 Number:

Check this box if no longer subject to Section 16.

January 31, Expires: 2005

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Estimated average burden hours per response... 0.5

Form 4 or Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * LANG LINDA			2. Issuer Name and Ticker or Trading Symbol JACK IN THE BOX INC /NEW/ [JACK]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
(Last) 9330 BALBO	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/28/2013	_X_ Director 10% Owner _X_ Officer (give title Other (specify below) CHAIRMAN & CEO
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person
SAN DIEGO,	CA 92123			Form filed by More than One Reporting Person

(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired (A) or 5. Amount of 7. Nature Security (Month/Day/Year) Execution Date, if TransactiorDisposed of (D) Securities Ownership of Indirect (Instr. 3) (Instr. 3, 4 and 5) Beneficially Beneficial Code Form: (Month/Day/Year) (Instr. 8) Owned Direct (D) Ownership Following or Indirect (Instr. 4) Reported (A) Transaction(s) (Instr. 4) (Instr. 3 and 4) Code V Amount Price **COMMON** 03/28/2013 M 100,000 A \$ 24.74 379,985 D **STOCK** \$ **COMMON** 03/28/2013 $S^{(1)}$ 100,000 D 34.8273 279,985 D **STOCK** (2) **COMMON** 03/28/2013 M 65,746 \$ 19.26 345,731 D **STOCK** \$ **COMMON** 03/28/2013 $S^{(1)}$ 65,746 34.6723 279,985 D D **STOCK** (3)

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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.

SEC 1474 (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. Transactio Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisab 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		M	100,000	09/12/2009(4)	09/12/2015	COMMON STOCK
NON QUALIFIED STOCK OPTION	\$ 19.26	03/28/2013		M	65,746	11/23/2010(4)	11/23/2016	COMMON STOCK

Reporting Owners

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

Signatures

LINDA A	03/28/2013
LANG	03/26/2013
**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) 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 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.

Reporting Owners 2

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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
- (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.