

POTBELLY CORP  
Form 3  
October 03, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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)

<p>1. Name and Address of Reporting Person *</p> <p>Â SEGAL CARL AARON</p> <p>(Last) (First) (Middle)</p> <p>C/O POTBELLY CORPORATION,Â 222 MERCHANDISE MART PLAZA, 23RD FLOOR</p> <p>(Street)</p> <p>CHICAGO,Â ILÂ 60654</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>10/03/2013</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>POTBELLY CORP [PBPB]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>SVP Operations-Spec Projects</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>
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**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	1,375	I	by: SHK Capital Partners, a partnership controlled by Mr. Segal.

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Series F Preferred Stock	12/24/2008	∅ <sup>(1)</sup>	Common Stock	13,750	\$ <sup>(1)</sup>	I	by: SHK Capital Partners, a partnership controlled by Mr. Segal.
Stock Options (right to buy)	∅ <sup>(2)</sup>	01/01/2014	Common Stock	10,000	\$ 9	D	∅
Stock Options (right to buy)	∅ <sup>(2)</sup>	01/01/2015	Common Stock	15,000	\$ 12	D	∅
Stock Options (right to buy)	∅ <sup>(2)</sup>	11/15/2017	Common Stock	50,000	\$ 10.59	D	∅
Stock Options (right to buy)	∅ <sup>(2)</sup>	05/14/2018	Common Stock	20,000	\$ 8	D	∅
Stock Options (right to buy)	∅ <sup>(2)</sup>	08/05/2019	Common Stock	4,549	\$ 8	D	∅
Stock Options (right to buy)	∅ <sup>(2)</sup>	07/01/2020	Common Stock	4,148	\$ 7	D	∅
Stock Options (right to buy)	∅ <sup>(2)</sup>	01/02/2021	Common Stock	132,692	\$ 7	D	∅
Stock Options (right to buy)	∅ <sup>(3)</sup>	05/10/2021	Common Stock	26,014	\$ 7.22	D	∅
Stock Options (right to buy)	∅ <sup>(2)</sup>	03/05/2023	Common Stock	11,932	\$ 9.47	D	∅

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SEGAL CARL AARON C/O POTBELLY CORPORATION 222 MERCHANDISE MART PLAZA, 23RD FLOOR CHICAGO, IL 60654	∅	∅	∅ SVP Operations-Spec Projects	∅

## Signatures

/s/Matthew J. Revord,  
Attorney-in-fact

10/03/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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).

- The Series F Preferred Stock is convertible into Potbelly Corporation ("Potbelly") common stock on a 1-to-1 basis at the option of the
- (1) holder and has no expiration date. The Series F Preferred Stock will automatically convert into common stock on a 1-to-1 basis upon the closing of Potbelly's initial public offering.
  - (2) All stock options have vested and become exercisable upon the closing of Potbelly's initial public offering.
  - (3) All stock options have vested and are exercisable.

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.