

Maceda Jason
 Form 3
 July 20, 2017

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 Maceda Jason</p> <p>(Last) (First) (Middle)</p> <p>C/O DUNKIN' BRANDS GROUP, INC., Â 130 ROYALL STREET</p> <p>(Street)</p> <p>CANTON, Â MA Â 02021</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>07/18/2017</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>DUNKIN' BRANDS GROUP, INC. [DNKN]</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 <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) SVP, BR US and CAN</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 <input type="checkbox"/> Form filed by More than One Reporting Person</p> |
|--|---|---|---|---|--|

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 | 747 | D | Â |

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)

| 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 | 5. Ownership Form of Derivative Security: | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|--|---|---|--|
|---|---|--|---|---|--|

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| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Security | Direct (D) or Indirect (I) (Instr. 5) | |
|---------------------------------|------------------|-----------------|--------------|----------------------------|----------|---------------------------------------|---|
| Option to Purchase Common Stock | Â (1) | 02/28/2021 | Common Stock | 7,599 | \$ 51.67 | D | Â |
| Option to Purchase Common Stock | Â (2) | 02/12/2022 | Common Stock | 7,319 | \$ 47.39 | D | Â |
| Option to Purchase Common Stock | Â (3) | 02/23/2023 | Common Stock | 11,954 | \$ 44.35 | D | Â |
| Option to Purchase Common Stock | Â (4) | 02/16/2024 | Common Stock | 8,984 | \$ 54.95 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Maceda Jason C/O DUNKIN' BRANDS GROUP, INC. 130 ROYALL STREET CANTON, MA 02021 | Â | Â | Â SVP, BR US and CAN | Â |

Signatures

/s/ Ryan Schaffer, as Attorney-in-Fact for Jason Maceda 07/20/2017

__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).
- (1) On 2/28/2014, the Reporting Person was granted an option to purchase 15,198 shares of common stock. The option vests in four equal annual installments that began on 2/28/2015.
- (2) On 2/12/2015, the Reporting Person was granted an option to purchase 14,637 shares of common stock. The option vests in four equal annual installments that began on 2/12/2016.
- (3) On 2/23/2016, the Reporting Person was granted an option to purchase 11,954 shares of common stock. The option vests in four equal annual installments that began on 2/23/2017.
- (4) On 2/16/2017, the Reporting Person was granted an option to purchase 8,984 shares of common stock. The option vests in four equal annual installments that began on 2/16/2018.

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.