

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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

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.

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 Security	5. Ownership Form: 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	(1)	Common Stock	13,750	(1)	I	by: SHK Capital Partners, a partnership controlled by Mr. Segal.
Stock Options (right to buy)	(2)	01/01/2014	Common Stock	10,000	9	D	
Stock Options (right to buy)	(2)	01/01/2015	Common Stock	15,000	12	D	
Stock Options (right to buy)	(2)	11/15/2017	Common Stock	50,000	10.59	D	
Stock Options (right to buy)	(2)	05/14/2018	Common Stock	20,000	8	D	
Stock Options (right to buy)	(2)	08/05/2019	Common Stock	4,549	8	D	
Stock Options (right to buy)	(2)	07/01/2020	Common Stock	4,148	7	D	
Stock Options (right to buy)	(2)	01/02/2021	Common Stock	132,692	7	D	
Stock Options (right to buy)	(3)	05/10/2021	Common Stock	26,014	7.22	D	
Stock Options (right to buy)	(2)	03/05/2023	Common Stock	11,932	9.47	D	

Explanation of Responses:

- The Series F Preferred Stock is convertible into Potbelly Corporation ("Potbelly") common stock on a 1-to-1 basis at the option of the 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.
- All stock options have vested and become exercisable upon the closing of Potbelly's initial public offering.
- All stock options have vested and are exercisable.

/s/Matthew J. Revord, Attorney-in-fact
** Signature of Reporting Person

10/03/2013
Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.

APPOINTMENT of Attorney-in-Fact. Be it known to all that the undersigned, Carl Segal, hereby constitutes and appoints each of Matthew Revord and Bahi Okupa, signing (1) execute for and on my behalf, in my capacity as an officer and/or director of Potbelly Corporation, (the "Company"), Forms 3, 4, and 5 (including amendments thereto) (2) do and perform any and all acts for and on my behalf which may be necessary or desirable to complete and execute any such Forms 3, 4 or 5 and timely file such forms with the appropriate authorities (3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of the General Counsel, may be of benefit to, in the best interests of the Company. The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary or proper to carry out the powers hereinbefore conferred. The undersigned agrees that each such attorney-in-fact herein may rely entirely on information furnished orally or in writing by the undersigned, or the undersigned's agents, officers, directors, employees, attorneys, accountants, auditors, or other persons. This Power of Attorney supersedes any power of attorney previously executed by the undersigned and the authority of the attorneys-in-fact named in any prior powers of attorney. DURATION. This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 or 5 with respect to the undersigned's position with the Company. IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 20th day of September, 2013.

/s/Carl Segal
Carl Segal

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