

BOUSQUET CHAVANNE PATRICK

Form 4

September 24, 2010

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*

BOUSQUET CHAVANNE  
PATRICK

2. Issuer Name and Ticker or Trading

Symbol  
BROWN FORMAN CORP [BFA,  
BFB]5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)

850 DIXIE HWY

(Street)

3. Date of Earliest Transaction

(Month/Day/Year)

09/23/2010

☐ Director☐ Officer (give title  
below)☐ 10% Owner☐ Other (specify  
below)

LOUISVILLE, KY 40210

(City) (State) (Zip)

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**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
|                                       |                                         |                                                             |                                      | (A)<br>or<br>(D)                                                           |                                                                                                                    |                                                                      |                                                                   |
|                                       |                                         |                                                             | Code                                 | V                                                                          | Amount                                                                                                             |                                                                      | Price                                                             |

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  
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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<br>Derivative<br>Security | 2. Conversion<br>or Exercise | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any | 4. Transaction<br>Code | 5. Number of<br>Derivative<br>Securities | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount<br>Underlying Security<br>(Instr. 3 and 4) |
|---------------------------------------|------------------------------|-----------------------------------------|-----------------------------------------|------------------------|------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|
|---------------------------------------|------------------------------|-----------------------------------------|-----------------------------------------|------------------------|------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|

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| (Instr. 3)                                      | Price of<br>Derivative<br>Security | (Month/Day/Year) | (Instr. 8) | Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) |        |     |                     |                    |                   |                         |  |
|-------------------------------------------------|------------------------------------|------------------|------------|------------------------------------------------------------------|--------|-----|---------------------|--------------------|-------------------|-------------------------|--|
|                                                 |                                    |                  | Code       | V                                                                | (A)    | (D) | Date<br>Exercisable | Expiration<br>Date | Title             | Am<br>or<br>Num<br>of S |  |
| Non-Qualified<br>Stock Option<br>(Right to Buy) | \$ 44.86                           |                  |            |                                                                  |        |     | 05/26/2005          | 04/30/2014         | Class B<br>Common | 5                       |  |
| Stock<br>Appreciation<br>Right                  | \$ 46.19                           |                  |            |                                                                  |        |     | 07/28/2005          | 04/30/2015         | Class B<br>Common | 6,                      |  |
| Stock<br>Appreciation<br>Right                  | \$ 56.5                            |                  |            |                                                                  |        |     | 07/27/2006          | 04/30/2016         | Class B<br>Common | 5,                      |  |
| Stock<br>Appreciation<br>Right                  | \$ 68.22                           |                  |            |                                                                  |        |     | 07/26/2007          | 04/30/2017         | Class B<br>Common | 6,                      |  |
| Stock<br>Appreciation<br>Right                  | \$ 57.4                            |                  |            |                                                                  |        |     | 07/24/2008          | 04/30/2018         | Class B<br>Common | 6,                      |  |
| Stock<br>Appreciation<br>Right                  | \$ 43.72                           |                  |            |                                                                  |        |     | 07/23/2009          | 04/30/2019         | Class B<br>Common | 7,                      |  |
| Stock<br>Appreciation<br>Right                  | \$ 62.13                           |                  |            |                                                                  |        |     | 07/22/2010          | 04/30/2020         | Class B<br>Common | 2,                      |  |
| Deferred Stock<br>Units                         | (1)                                | 09/23/2010       | A          |                                                                  | 985.38 |     | (2)                 | (2)                | Class B<br>Common | 98                      |  |

## Reporting Owners

| Reporting Owner Name / Address                                     | Relationships |           |         |       |
|--------------------------------------------------------------------|---------------|-----------|---------|-------|
|                                                                    | Director      | 10% Owner | Officer | Other |
| BOUSQUET CHAVANNE PATRICK<br>850 DIXIE HWY<br>LOUISVILLE, KY 40210 | X             |           |         |       |

## Signatures

Diane M. Barhorst, Attn in Fact for: Patrick  
Bousquet-Chavanne

09/24/2010

\*\*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) Each deferred stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.

(2) The deferred stock units vest over the course of the Board year. Vested shares will be delivered to the reporting person on the first February 1st that is at least 6 months following the Director's termination from Board service.

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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