

BROWN FORMAN CORP  
Form 4  
May 03, 2016

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Brown George Garvin IV

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)

3. Date of Earliest Transaction (Month/Day/Year)  
04/29/2016

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

850 DIXIE HIGHWAY

(Street)

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

LOUISVILLE, KY 40210

(City) (State) (Zip)

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

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Class B Common	04/29/2016		M		1,467 A \$ 34.95	D	
Class B Common	04/29/2016		F		538 D 95.41 (1)	D	
Class B Common	04/30/2016		M		3,124 A \$ 0 (2)	D	
Class A Common						D	
Class B Common						I	By 401k

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Class A Common	10,190	I	2010 GRAT
Class B Common	17,418	I	2010 GRAT
Class A Common	104,457	I	2012 GRAT
Class B Common	2,746	I	CBGB LLC
Class A Common	7,346	I	Crummey Trust
Class B Common	3,095	I	Crummey Trust
Class A Common	11,620	I	GGB IV CLAT
Class A Common	529,554	I	GGB4 2010 #1 LP
Class A Common	496	I	GGB4 2010#2 LLC
Class B Common	78,300	I	GGB4 2010#2 LLC
Class A Common	2,580,235.5	I	GGB4 2012 LP
Class B Common	255,168	I	GGB4 2012 LP
Class A Common	7,471	I	Spouse's trust
Class B Common	2,973	I	Spouse's trust
Class A Common	47,625	I	Sullivan Street Partners

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

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(9-02)

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

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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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	Am Nur Sha	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Stock Appreciation Right	\$ 34.95	04/29/2016		M	1,467	05/01/2009	04/30/2016	Class B Common	1
Restricted Stock Units	(4)	04/30/2016		M	3,124	04/30/2016 <sup>(2)</sup>	(2)	Class B Common	3
Deferred Stock Units	(5)					(6)	(6)	Class A Common	3,1
Restricted Stock Units	(4)					04/30/2017 <sup>(7)</sup>	(7)	Class B Common	3
Restricted Stock Units	(4)					04/30/2018 <sup>(8)</sup>	(8)	Class B Common	3
Restricted Stock Units	(4)					04/30/2019 <sup>(9)</sup>	(9)	Class B Common	3
Stock Appreciation Right	\$ 33.76					05/01/2010	04/30/2017	Class B Common	1
Stock Appreciation Right	\$ 35.51					05/01/2011	04/30/2018	Class B Common	1
Stock Appreciation Right	\$ 27.05					05/01/2012	04/30/2019	Class B Common	4

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Brown George Garvin IV 850 DIXIE HIGHWAY LOUISVILLE, KY 40210	X			

## Signatures

Kelly Bowen, Attorney in Fact for George Garvin  
Brown IV

05/03/2016

\_\_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) The closing price of BF-B (\$95.41) on April 28, 2016 was used to calculate the withholding obligation.
  - (2) The Restricted Stock Units were granted on July 26, 2012, and vested April 30, 2016.
  - (3) Number of shares acquired through the issuer's 401(k) plan as of April 26, 2016.
  - (4) Each restricted stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.  
Under the Brown-Forman Corporation Non-Employee Director Deferred Stock Unit Program each DSU represents the right to receive
  - (5) one share of the Company's Class A common stock. Grants made on July 23, 2015, were based on the closing price of the Company's Class A common stock on that date (\$111.30). On each dividend payment date, participants are credited with DSU equivalents.
  - (6) Annual grants of DSUs vest over the course of the Board year. DSUs are paid out in Class A common stock on the first February 1 that is at least six months following the Director's termination from Board service.
  - (7) The Restricted Stock Units were granted on July 25, 2013, and vest April 30, 2017.
  - (8) The Restricted Stock Units were granted on July 24, 2014, and vest April 30, 2018.
  - (9) The Restricted Stock Units were granted on July 23, 2015, and vest April 30, 2019.

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.