

BROWN FORMAN CORP  
Form 4  
December 27, 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 \*  
Holland Augusta Brown

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)  
12/22/2016

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)
Class B Common				(A) or (D) Price	430,568 <sup>(1)</sup>	I	Hebe Three Limited Partnership
Class A Common				(A) or (D) Price	633,674 <sup>(2)</sup>	I	Hebe Three Limited Partnership
Class B Common				(A) or (D) Price	1,930 <sup>(3)</sup>	I	Holland Family Trust
Class B Common				(A) or (D) Price	404,678 <sup>(4)</sup>	I	OB2 Marital Trust
				(A) or (D) Price	1,770 <sup>(5)</sup>	I	

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Class A Common							OB2 Martial Trust
Class A Common				24 <sup>(6)</sup>	I		OB2 Reverse QTIP Trust
Class B Common				102,896 <sup>(7)</sup>	I		OB2 Reverse QTIP Trust
Class B Common				190,970 <sup>(8)</sup>	I		OB3 GST Exempt Trust
Class A Common				6,660,230 <sup>(9)</sup>	I		Olympus Three LLC
Class B Common				13,407,282 <sup>(10)</sup>	I		Olympus Three LLC
Class B Common				10,218 <sup>(11)</sup>	I		Trust fbo Augusta Holland
Class A Common				40,878 <sup>(12)</sup>	I		Trust fbo Augusta Holland
Class B Common				348,560 <sup>(13)</sup>	I		Trust fbo Barzun Children
Class B Common				1,820 <sup>(14)</sup>	I		Trust fbo Child-1
Class B Common				192,392 <sup>(15)</sup>	I		Trust fbo Children

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 required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

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

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)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 3)
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- (15) Reflects the acquisition of 96,196 additional shares in the August 2016 stock split.
- (16) Under the Brown-Forman Corporation Non-Employee Director Deferred Stock Unit Program, each DSU represents the right to receive one share of the Company's Class A common stock. On each dividend payment date, participants are credited with DSU equivalents.
- (17) 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.
- (18) Updated to reflect the August 2016 stock split.
- (19) Under the Brown-Forman Non-Employee Director Deferred Stock Unit Program each DSU represents the right to receive one share of the Company's Class A common stock. On each dividend payment date, participants are credited with DSU equivalents.
- (20) Updated to reflect the August 2016 stock split.

### **Remarks:**

2nd of 2 Forms

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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