

BROWN FORMAN CORP  
Form 4  
August 01, 2016

**FORM 4**

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

OMB APPROVAL

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**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)  
07/28/2016

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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Class A Common					57,837	D	
Class B Common					275,850	D	
Class A Common					496	I	GGB4 2010#2 LLC
Class A Common					529,554	I	GGB4 2010 #1 LP
Class A Common					104,457	I	2012 GRAT

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Class A Common		11,620	I	GGB IV CLAT
Class A Common		2,580,235.5	I	GGB4 2012 LP
Class A Common		7,471	I	Spouse's trust
Class A Common		47,625	I	Sullivan Street Partners
Class A Common		10,190	I	2010 GRAT
Class A Common		7,346	I	Crummey Trust
Class B Common		2,973	I	Spouse's trust
Class B Common		17,418	I	2010 GRAT
Class B Common		78,300	I	GGB4 2010#2 LLC
Class B Common		3,095	I	Crummey Trust
Class B Common		12,979.8325 <u>(1)</u>	I	By 401k
Class B Common		255,168	I	GGB4 2012 LP
Class B Common		2,746	I	CBGB LLC

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)

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 Underlying (Instr. 3 and 4)
				Code V	(A) (D)	Date Exercisable	Title

							Expiration Date	
Deferred Stock Units	(2)	07/28/2016	A	2,972.2275	(3)	(3)		Class A Common
Restricted Stock Units	(4)					04/30/2017(5)	(5)	Class B Common
Restricted Stock Units	(4)					04/30/2018(6)	(6)	Class B Common
Restricted Stock Units	(4)					04/30/2019(7)	(7)	Class B Common
Stock Appreciation Right		\$ 33.76				05/01/2010	04/30/2017	Class B Common
Stock Appreciation Right		\$ 35.51				05/01/2011	04/30/2018	Class B Common
Stock Appreciation Right		\$ 27.05				05/01/2012	04/30/2019	Class B Common

## Reporting Owners

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

## Signatures

Michael E. Carr, Jr., Attorney in Fact for George Garvin  
Brown IV

08/01/2016

\*\*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) Number of shares acquired through the issuer's 401(k) plan as of July 27, 2016.

(2) 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. Grants made on July 28, 2016, were based on the closing price of the Company's Class A common stock on that date (\$105.14). On each dividend payment date, participants are credited with DSU equivalents, and the DSU total on this form has been updated to reflect such credits.

(3) 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.

(4) Each restricted stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.

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- (5) The restricted stock units were granted on July 25, 2013, and vest April 30, 2017.
- (6) The restricted stock units were granted on July 24, 2014, and vest April 30, 2018.
- (7) The restricted stock units were granted on July 23, 2015, and vest on 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.