

BROWN FORMAN CORP  
Form 4  
March 08, 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 \*  
MORREAU JANE C

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 HIGHWAY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/04/2016

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP, Chief Financial Officer

LOUISVILLE, KY 40210

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

(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 Ownership (Instr. 4)	
			Code	V	Amount	Price		
Class B Common	03/04/2016		M		8,400	\$ 34.95	8,452.5	D
Class B Common	03/04/2016		M		9,292	\$ 33.76	17,744.5	D
Class B Common	03/04/2016		S		7,208	\$ 95	10,536.5	D
Class B Common	03/04/2016		F		10,484	\$ 96.86 (1)	52.5	D
Class A Common							10,505.8396 (2)	D

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Class B  
Common 2,872.8648 <sup>(3)</sup> I ESPP

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

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**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 Amount of Underlying Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Appreciation Right	\$ 34.95	03/04/2016		M	8,400	07/27/2006	04/30/2016	Class B Common	8,400
Stock Appreciation Right	\$ 33.76	03/04/2016		M	9,292	05/01/2010	04/30/2017	Class B Common	9,292
Stock Appreciation Right	\$ 102.25					05/01/2018	04/30/2025	Class B Common	13,375
Stock Appreciation Right	\$ 35.51					05/01/2011	04/30/2018	Class B Common	7,135
Stock Appreciation Right	\$ 27.05					05/01/2012	04/30/2019	Class B Common	11,460
Stock Appreciation Right	\$ 38.43					05/01/2013	04/30/2020	Class B Common	12,590
Stock Appreciation Right	\$ 46.4					05/01/2014	04/30/2021	Class B Common	14,360
Stock Appreciation	\$ 58.7					05/01/2015	04/30/2022	Class B Common	11,090

Right

Stock

Appreciation \$ 72.42

Right

05/01/2016 04/30/2023

Class B  
Common

9,26

Stock

Appreciation \$ 91.97

Right

05/01/2017 04/30/2024

Class B  
Common

13,42

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MORREAU JANE C 850 DIXIE HIGHWAY LOUISVILLE, KY 40210			EVP, Chief Financial Officer	

## Signatures

Kelly A. Bowen, Attorney in Fact for Jane C.  
Morreau

03/08/2016

\_\_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 on March 3, 2016 was used to calculate the withholding obligation.
- (2) Total updated as of March 7, 2016 to reflect dividend reinvestment.
- (3) Number of shares acquired through the issuer's employee stock purchase program as of March 3, 2016.

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.