

BROWN FORMAN CORP  
Form 4  
November 02, 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 \*  
Hamel Matthew E

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)  
10/31/2016

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP, Gen Counsel and Secretary

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 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 (A) or (D) Price		
Class B Common	10/31/2016		M		7,600 A \$ 16.825	13,702 <sup>(1)</sup>	D
Class B Common	10/31/2016		F		5,197 D \$ 46.03 <sup>(2)</sup>	8,505	D
Class A Common						22,482 <sup>(3)</sup>	D
Class A Common						0.1378 <sup>(4)</sup>	I DRIP
Class B Common						65.2227 <sup>(5)</sup>	I ESPP

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Class B  
Common 10,847.2805 I By 401k  
(6)

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	\$ 16.825 <u>(7)</u>	10/31/2016		M	7,600	05/01/2010 04/30/2017	Class B Common 7,600
Stock Appreciation Right	\$ 17.755 <u>(8)</u>					05/01/2011 04/30/2018	Class B Common 29,290
Stock Appreciation Right	\$ 13.525 <u>(9)</u>					05/01/2012 04/30/2019	Class B Common 59,990
Stock Appreciation Right	\$ 19.215 <u>(10)</u>					05/01/2013 04/30/2020	Class B Common 50,350
Stock Appreciation Right	\$ 23.2 <u>(11)</u>					05/01/2014 04/30/2021	Class B Common 47,880
Stock Appreciation Right	\$ 29.35 <u>(12)</u>					05/01/2015 04/30/2022	Class B Common 44,390
Stock Appreciation Right	\$ 36.21 <u>(13)</u>					05/01/2016 04/30/2023	Class B Common 33,690
Stock Appreciation Right	\$ 45.985 <u>(14)</u>					05/01/2017 04/30/2024	Class B Common 26,440



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- (12) These stock appreciation rights were previously reported as covering 22,195 shares at an exercise price of \$58.70, but were adjusted to reflect the August 2016 stock split.
- (13) These stock appreciation rights were previously reported as covering 16,847 shares at an exercise price of \$72.42, but were adjusted to reflect the August 2016 stock split.
- (14) These stock appreciation rights were previously reported as covering 13,222 shares at an exercise price of \$91.97, but were adjusted to reflect the August 2016 stock split.
- (15) These stock appreciation rights were previously reported as covering 15,084 shares at an exercise price of \$102.25, but were adjusted to reflect the August 2016 stock split.
- (16) These stock appreciation rights were previously reported as covering 22,172 shares at an exercise price of \$98.01, but were adjusted to reflect the August 2016 stock split.

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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