Joy Catherine Frazier Form 4 July 07, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

3235-0287

Expires:

January 31, 2005

0.5

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response...

if no longer subject to Section 16. Form 4 or Form 5

Check this box

obligations may continue. See Instruction

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

1(b).

(Last)

Class A

Common

(Print or Type Responses)

1. Name and Address of Reporting Person * Joy Catherine Frazier

(Street)

2. Issuer Name and Ticker or Trading Symbol

Issuer

5. Relationship of Reporting Person(s) to

BROWN FORMAN CORP [BFA/BFB]

(Check all applicable)

(Middle) (First)

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

_X__ 10% Owner Director Officer (give title

below) 07/02/2010

_ Other (specify

850 DIXIE HIGHWAY

4. If Amendment, Date Original

Applicable Line)

Filed(Month/Day/Year)

X Form filed by One Reporting Person Form filed by More than One Reporting

6. Individual or Joint/Group Filing(Check

Person

15,216

I

LOUISVILLE, KY 40210

(City)	(State)	(Zip) Tabl	e I - Non-I	Derivative Securities A	cquired, Disposed	l of, or Benefic	cially 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 onAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A) or Amount (D) Price	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 A Common					126,884	D	
Class A Common					15,456	I	Spouse
Class A Common					3,948	I	Caitlin Joy UTMA
Class A Common					7,032	I	Charles Joy UTMA

Christopher

Joy UTMA

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Class A Common						10,422	I	Alexander Joy UTMA
Class A Common	07/02/2010	J(2)	119	A	<u>(1)</u>	10,432	I	Avish Agincourt, LLC
Class A Common						37,556	I	Annsley Thornton Trust
Class B Common						235,716	D	
Class B Common						13,296	I	Spouse
Class B Common						1,820	I	Caitlin Joy UTMA
Class B Common						3,338	I	Charles Joy UTMA
Class B Common						8,036	I	Christopher Joy UTMA
Class B Common						4,916	I	Alexander Joy UTMA
Class B Common	07/02/2010	J(2)	121	D	(1)	2,457 <u>(3)</u>	I	Avish Agincourt LLC
Class B Common						146.548	I	By Spouse as Custodian for Caitlin Joy
						146.548 146.548	I	Custodian for Caitlin
Common Class B								Custodian for Caitlin Joy By Spouse as Custodian for Charles
Class B Common						146.548	I	Custodian for Caitlin Joy By Spouse as Custodian for Charles Joy By Spouse as Custodian for Christopher

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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.

SEC 1474 (9-02)

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	isable and	7. Titl	e and	8. Price of	9
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	orNumber	Expiration Da	ate	Amou	int of	Derivative	J
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	,
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securi	ities	(Instr. 5)]
	Derivative				Securities			(Instr.	3 and 4)		(
	Security				Acquired]
					(A) or						J
					Disposed						-
					of (D)						(
					(Instr. 3,						
					4, and 5)						
									A		
									Amount		
						Date	Expiration	m: .1	or		
						Exercisable	Date	Title	Number		
				C 1 17	(A) (D)				of		
				Code V	(A) (D)				Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Joy Catherine Frazier						
850 DIXIE HIGHWAY		X				
LOUISVILLE, KY 40210						

Signatures

Diane M. Barhorst, Attorney in Fact for Catherine Frazier Joy

07/07/2010

**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) BFA and BFB closing prices as of June 29, 2010 were used to determine approximate economic equivalency. For BFA, \$58.66; for BFB, \$57.73.
- On July 2, 2010, one of the members of Avish Agincourt, LLC (the "LLC") exchanged certain directly held Class A shares for an economically equivalent number of Class B shares indirectly held by the LLC. The effect upon the reporting person's beneficial ownership of the shares held by the LLC is reported herein.
- (3) The reporting person received these shares through the issuer's 2008 stock distribution.

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.

Reporting Owners 3

of 9. Nuive Deriv

Bene Own Follo Repo Trans (Instr