BROWN FRAZIER OWSLEY

Form 4 July 07, 2010

FORM 4

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

OMB APPROVAL OMB

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Expires:

January 31, 2005

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Check this box if no longer subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * BROWN FRAZIER OWSLEY			2. Issuer Name and Ticker or Trading Symbol BROWN FORMAN CORP [BFA,	5. Relationship of Reporting Person(s) to Issuer		
		BFB]		(Check all applicable)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	Director X 10% Owner Officer (give title Other (specify below)		
850 DIXIE HIGHWAY			07/02/2010			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person		
LOUISVILLE, KY 40210				Form filed by More than One Reporting Person		

(City)	(State)	(Zip) Tabl	le I - Non-I	Derivative S	ecurit	ies Acq	uired, Disposed	of, or Beneficia	ally Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)		5. Amount of 6. Securities Ownership Beneficially Form: Direct Owned (D) or Following Indirect (I)		7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Class A	07/02/2010		Code V $J_{(1)}^{(1)}$	Amount 100,000	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4) 415,514	(Instr. 4)	
Class A Common	07/02/2010		J <u>(1)</u>	99,762	A	(2)	5,633,057	I	Avish Agincourt, LLC
Class B Common	07/02/2010		J <u>(1)</u>	101,610	A	<u>(2)</u>	102,416	D	
Class B Common	07/02/2010		J <u>(1)</u>	101,368	D	<u>(2)</u>	5,046,322	I	Avish Agincourt, LLC

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

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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. Title and	l Amount of	
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	TransactionNumber		Expiration Date		Underlying	Underlying Securities	
Security	or Exercise		any	Code	of	(Month/Day/Y	Year)	(Instr. 3 and	d 4)	
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e				
	Derivative				Securities					
	Security				Acquired					
					(A) or					
					Disposed					
					of (D)					
					(Instr. 3,					
					4, and 5)					
									Amount	
									or	
						Date	Expiration	Title	Number	
						Exercisable	Date	Title	of	
				Code V	(A) (D)				Shares	
					(1.1) (D)				Simos	

Stock

Appreciation \$ 46.19

Right

07/28/2005 04/30/2015

Class B Common

6,498

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
BROWN FRAZIER OWSLEY 850 DIXIE HIGHWAY LOUISVILLE, KY 40210		X					

Signatures

Diane Barhorst, Atty In Fact for: Owsley Brown Frazier

07/07/2010

Date

**Signature of Reporting Person

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).
- On July 2, 2010, the reporting person exchanged 100,000 directly held Class A shares for an economically equivalent number of Class B **(1)** shares (101,610), indirectly held by Avish Avincourt, LLC.
- BFA and BFB closing prices as of June 29, 2010 were used to determine approximate economic equivalency. For BFA, \$58.66; for BFB,

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Reporting Owners 2

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