Hamel Matthew E Form 4 August 01, 2011

### FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

Washington, D.C. 20549

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

Check this box

**SECURITIES** obligations may continue. 30(h) of the Investment Company Act of 1940

1(b).

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

(Print or Type Responses)

See Instruction

1. Name and Address of Reporting Person \*

Hamel Matthew E

(Last) (First) (Middle)

850 DIXIE HIGHWAY

(Street)

(State)

(Zip)

2. Issuer Name and Ticker or Trading

Symbol

**BROWN FORMAN CORP** [BFA/BFB]

3. Date of Earliest Transaction

07/28/2011

4. If Amendment, Date Original

(Month/Day/Year)

Filed(Month/Day/Year)

3.

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

**OMB** 

Number:

Expires:

response...

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**OMB APPROVAL** 

3235-0287

January 31,

2005

0.5

Director 10% Owner X\_ Officer (give title Other (specify

below) EVP, Gen Counsel and Secretary

6. Individual or Joint/Group Filing(Check

Applicable Line)

\_X\_ 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

LOUISVILLE, KY 40210

(City)

Class A

Common

1.Title of 2. Transaction Date 2A. Deemed Security (Month/Day/Year) Execution Date, if (Instr. 3)

(Month/Day/Year)

TransactionAcquired (A) or Code Disposed of (D) (Instr. 3, 4 and 5) (Instr. 8)

4. Securities

5. Amount of Securities Beneficially Owned Following

Form: Direct (D) or Indirect (I) (Instr. 4)

D

6. Ownership 7. Nature of Indirect Beneficial Ownership (Instr. 4)

Reported Transaction(s) (Instr. 3 and 4)

Code V Amount (D) Price

(A)

or

1,047

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)

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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. Transacti Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed o (D) (Instr. 3, 4, and 5)	6. Date Exerci Expiration Da (Month/Day/Y	te	7. Title and A Underlying S (Instr. 3 and	Securiti
				Code V	(A) (D	Date Exercisable	Expiration Date	Title	Amor or Numl of Sh
Stock Appreciation Right (1)	\$ 53.62 (2)					05/01/2010	04/30/2017	Class B Common	9,5
Stock Appreciation Right (1)	\$ 56.58 (3)					05/01/2011	04/30/2018	Class B Common	9,1
Stock Appreciation Right (1)	\$ 43.1 (4)					05/01/2012	04/30/2019	Class B Common	18,8 (4
Stock Appreciation Right (1)	\$ 61.24 (5)					05/01/2013	04/30/2020	Class B Common	15,7 (5
Stock Appreciation Right (6)	\$ 73.95	07/28/2011		A	15,022	05/01/2014	04/30/2021	Class B Common	15,0

# **Reporting Owners**

Reporting Owner Name / Address	Relationships
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Director 10% Owner Officer Other

Hamel Matthew E 850 DIXIE HIGHWAY LOUISVILLE, KY 40210

EVP, Gen Counsel and Secretary

## **Signatures**

Diane M. Barhorst, Attorney in Fact for Matthew E.
Hamel

08/01/2011

\*\*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) All outstanding derivative security amounts and exercise prices were adjusted on December 10, 2010, the record date for the Issuer's December 28, 2010 special cash dividend.

**(2)** 

Reporting Owners 2

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These stock appreciation rights were previously reported as covering 9,375 shares at an exercise price of \$54.40, but were adjusted to reflect the December 28, 2010 special cash dividend.

- (3) These stock appreciation rights were previously reported as covering 9,059 shares at an exercise price of \$57.40, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (4) These stock appreciation rights were previously reported as covering 18,553 shares at an exercise price of \$43.72, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (5) These stock appreciation rights were previously reported as covering 15,571 shares at an exercise price of \$62.13, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (6) No money was paid to or received by the reporting person for this SAR.

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.