

Brown George Garvin IV  
 Form 4  
 August 01, 2011

**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 \*  
 Brown George Garvin IV

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 HWY  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 07/28/2011

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Executive Vice President

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D) Price  |   |  |                                   |
| Class A Common                  |                                      |  |                                |   | 331,250   | D  |                                   |
| Class A Common                  |                                      |  |                                |   | 381,811   | I  | George Garvin Brown III Trust UW  |
| Class A Common                  |                                      |  |                                |   | 2,642,357   | I  | CBGB LLC                          |
| Class A Common                  |                                      |  |                                |   | 38,447  | I  | Trust u/a FBO Geo. Garvin         |

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|                   |                          |   |  |  | Brown IV                                    |
|-------------------|--------------------------|---|--|--|---|
| Class A<br>Common | 353,036                  | I |  |  | GGB4<br>2010#1<br>LLC                       |
| Class B<br>Common | 71,429                   | I |  |  | GGB4<br>2010 #2<br>LLC                      |
| Class B<br>Common | 100,777.7 <sup>(1)</sup> | D |  |  |   |
| Class B<br>Common | 6,567.644 <sup>(2)</sup> | I |  |  | By 401(k)<br>Plan                           |
| Class B<br>Common | 95,452                   | I |  |  | George<br>Garvin<br>Brown III<br>Trust UW   |
| Class B<br>Common | 360,589                  | I |  |  | CBGB,<br>LLC                                |
| Class B<br>Common | 9,987                    | I |  |  | Trust u/a<br>FBO Geo.<br>Garvin<br>Brown IV |

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

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(9-02)

**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 Security (Instr. 3 and 4) | 8. Amount or Number of Shares |    |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|----|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                         |    |
| Non-Qualified Stock Option (right to buy)  | \$ 24.7  |                                      |  |                                |   | 05/01/2005   | 04/30/2012  | Class B Common                | 82 |

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|   |          |            |  |   |       |            |            |                   |     |
|---|----------|------------|--|---|-------|------------|------------|-------------------|-----|
| Non-Qualified<br>Stock Option<br>(right to buy) | \$ 30.18 |            |  |   |       | 05/01/2006 | 04/30/2013 | Class B<br>Common | 1,1 |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$ 35.83 |            |  |   |       | 05/01/2007 | 04/30/2014 | Class B<br>Common | 1,9 |
| Stock<br>Appreciation<br>Right                  | \$ 45.53 |            |  |   |       | 05/01/2008 | 04/30/2015 | Class B<br>Common | 67  |
| Stock<br>Appreciation<br>Right                  | \$ 55.69 |            |  |   |       | 05/01/2009 | 04/30/2016 | Class B<br>Common | 92  |
| Stock<br>Appreciation<br>Right                  | \$ 53.8  |            |  |   |       | 05/01/2010 | 04/30/2017 | Class B<br>Common | 1,0 |
| Stock<br>Appreciation<br>Right                  | \$ 56.58 |            |  |   |       | 05/01/2011 | 07/24/2018 | Class B<br>Common | 96  |
| Stock<br>Appreciation<br>Right                  | \$ 43.1  |            |  |   |       | 05/01/2012 | 04/30/2019 | Class B<br>Common | 2,9 |
| Restricted<br>Stock Unit                        | (3)      |            |  |   |       | (4)        | (4)        | Class B<br>Common | 54  |
| Restricted<br>Stock Unit                        | (3)      | 07/28/2011 |  | A | 2,078 | (5)        | (5)        | Class B<br>Common | 2,0 |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |                          |       |
|---|---------------|-----------|--------------------------|-------|
|   | Director      | 10% Owner | Officer                  | Other |
| Brown George Garvin IV<br>850 DIXIE HWY<br>LOUISVILLE, KY 40210 | X             |           | Executive Vice President |       |

## Signatures

Diane M. Barhorst, Atty. in Fact for George Garvin  
Brown IV

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) Includes shares held under the Brown-Forman Dividend Reinvestment Plan as of July 28, 2011.

(2) Held in 401(k) plan as of July 28, 2011.

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- (3) Each restricted stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.
- (4) The restricted stock units were granted July 22, 2010, and vest April 30, 2014.
- (5) The restricted stock units vest April 30, 2015.

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