

BROWN FORMAN CORP

Form 4

March 31, 2016

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
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burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*

BOUSQUET CHAVANNE  
PATRICK

(Last) (First) (Middle)

850 DIXIE HIGHWAY

(Street)

LOUISVILLE, KY 40210

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading

Symbol

BROWN FORMAN CORP [BFA,  
BFB]

3. Date of Earliest Transaction

(Month/Day/Year)

03/29/2016

4. If Amendment, Date Original

Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director☐ Officer (give title  
below)☐ 10% Owner☐ Other (specify  
below)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	03/29/2016		M		9,036	A	\$ 34.95	14,052	D
Class B Common	03/29/2016		M		10,639	A	\$ 33.76	24,691	D
Class B Common	03/29/2016		M		10,134	A	\$ 35.51	34,825	D
Class B Common	03/29/2016		M		12,451	A	\$ 27.05	47,276	D
Class B Common	03/29/2016		M		4,785	A	\$ 38.43	52,061	D

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Class B Common	03/29/2016	F	25,395	D	\$ 96.54 (1)	26,666	D
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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 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 Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Share
Stock Appreciation Right	\$ 34.95	03/29/2016		M	9,036	07/27/2006 04/30/2016	Class B Common 9,036
Stock Appreciation Right	\$ 33.76	03/29/2016		M	10,639	07/26/2007 04/30/2017	Class B Common 10,639
Stock Appreciation Right	\$ 35.51	03/29/2016		M	10,134	07/24/2008 04/30/2018	Class B Common 10,134
Stock Appreciation Right	\$ 27.05	03/29/2016		M	12,451	07/23/2009 04/30/2019	Class B Common 12,451
Stock Appreciation Right	\$ 38.43	03/29/2016		M	4,785	07/22/2010 04/30/2020	Class B Common 4,785
Deferred Stock Units	(2)					(3) (3)	Class B Common 5,134
Deferred Stock Units	(4)					(5) (5)	Class A Common 5,964

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director   10% Owner   Officer   Other

BOUSQUET CHAVANNE PATRICK  
850 DIXIE HIGHWAY  
LOUISVILLE, KY 40210

X

## Signatures

Kelly A. Bowen, Atty in Fact for Patrick  
Bousquet-Chavanne

03/31/2016

\_\_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) The closing price of BF-B on March 28, 2016 was used to calculate the withholding obligation.
- Under the Brown-Forman Corporation Non-Employee Director Deferred Stock Unit Program each DSU represents the right to receive
- (2) one share of the Company's Class B common stock. On each dividend payment date, participants are credited with DSU equivalents, and the DSU totals on this form have been updated to reflect such credits.
- (3) Annual grants of DSUs vest over the course of the Board year. DSUs are paid out in class B common stock on the first February 1 that is at least six months following the Director's termination from Board service.
- Under the Brown-Forman Corporation Non-Employee Director Deferred Stock Unit Program each DSU represents the right to receive
- (4) one share of the Company's Class A Common Stock. Grants made on July 23, 2015, were based on the closing price of the Company's Class A common stock on that date (\$111.30). On each dividend payment date, participants are credited with DSU equivalents, and the DSU totals on this form have been updated to reflect such credits.
- (5) Annual grants of DSUs vest over the course of the Board year. DSUs are paid out in class A common stock on the first February 1 that is at least six months following the Director's termination from Board service.

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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