

BROWN FORMAN CORP

Form 4

July 11, 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  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Jones Jill Ackerman

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 HIGHWAY

(Street)

LOUISVILLE, KY 40210

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/08/2016

4. If Amendment, Date Original  
Filed(Month/Day/Year)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

Executive Vice President

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ 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 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)
Class B Common	07/08/2016		M	V Amount (A) or (D) Price 15,106 A \$ 38.43	34,969	D	
Class B Common	07/08/2016		F	10,347 D \$ 97.09 (1)	24,622	D	
Class B Common	07/08/2016		S	4,759 D \$ 98	19,863	D	
Class A Common					20,936	D	
Class B Common					7,428.8534 (2)	I	By 401k

Edgar Filing: BROWN FORMAN CORP - Form 4

Class A Common	223.8518 <sup>(3)</sup>	I	DRIP
Class B Common	312.9161 <sup>(4)</sup>	I	ESPP
Class A Common	2,676.8171 <sup>(4)</sup>	I	ESPP
Class B Common	45	I	Trust fbo Child-1
Class B Common	45	I	Trust fbo Child-2

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 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 Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Appreciation Right	\$ 38.43	07/08/2016		M	15,106	05/01/2013	04/30/2020	Class B Common	15,106
Stock Appreciation Right	\$ 46.4					05/01/2014	04/30/2021	Class B Common	16,700
Stock Appreciation Right	\$ 91.97					05/01/2017	04/30/2024	Class B Common	10,200
Stock Appreciation Right	\$ 58.7					05/01/2015	04/30/2022	Class B Common	11,000
Stock Appreciation Right	\$ 102.25					05/01/2018	04/30/2025	Class B Common	12,500

Stock

Appreciation \$ 72.42

Right

05/01/2016 04/30/2023

Class B  
Common

9,7

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Jones Jill Ackerman 850 DIXIE HIGHWAY LOUISVILLE, KY 40210			Executive Vice President	

## Signatures

Michael E. Carr, Jr., Attorney in Fact for Jill Ackerman  
Jones

07/11/2016

\*\*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 July 7, 2016 was used to calculate the withholding obligation.
- (2) Number of shares acquired through the issuer's 401(k) plan as of July 7, 2016.
- (3) Number of shares acquired through the issuer's dividend reinvestment plan as of July 8, 2016.
- (4) Number of shares acquired through the issuer's employee stock purchase program as of July 8, 2016.

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.