

Hayes John V.
Form 3
October 11, 2017

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â Hayes John V. | | (Month/Day/Year) | BROWN FORMAN CORP [BFA, BFB] | |
| (Last) | (First) | (Middle) | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| 850 DIXIE HIGHWAY | | | (Check all applicable) | |
| (Street) | | | <input type="checkbox"/> Director | <input type="checkbox"/> 10% Owner |
| LOUISVILLE,Â KYÂ 40210 | | | <input checked="" type="checkbox"/> Officer | <input type="checkbox"/> Other |
| (City) | (State) | (Zip) | (give title below) | (specify below) |
| | | | SVP, Chief Marketing Officer | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| | | | | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| | | | | <input type="checkbox"/> Form filed by More than One Reporting Person |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Class A Common | 2,164 | D | Â |
| Class A Common | 111 ⁽¹⁾ | I | ESPP |
| Class A Common | 4,210 | I | Hayes Investments LLC |
| Class B Common | 7,609 | D | Â |
| Class B Common | 5,894 ⁽²⁾ | I | By 401k |
| Class B Common | 4 ⁽¹⁾ | I | ESPP |
| Class B Common | 20,314 | I | Hayes Investments LLC |

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|--|--------------------|--|----------------------------------|--|--|--|
| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | |
| Stock Appreciation Right | 05/01/2011 | 04/30/2018 | Class B Common | 16,926 | \$ 17.755 | D | Â |
| Stock Appreciation Right | 05/01/2012 | 04/30/2019 | Class B Common | 25,998 | \$ 13.525 | D | Â |
| Stock Appreciation Right | 05/01/2013 | 04/30/2020 | Class B Common | 21,820 | \$ 19.215 | D | Â |
| Stock Appreciation Right | 05/01/2014 | 04/30/2021 | Class B Common | 22,702 | \$ 23.2 | D | Â |
| Stock Appreciation Right | 05/01/2015 | 04/30/2022 | Class B Common | 17,122 | \$ 29.35 | D | Â |
| Stock Appreciation Right | 05/01/2016 | 04/30/2023 | Class B Common | 7,082 | \$ 36.21 | D | Â |
| Stock Appreciation Right | 05/01/2017 | 04/30/2024 | Class B Common | 5,654 | \$ 45.985 | D | Â |
| Stock Appreciation Right | 05/01/2018 | 04/30/2025 | Class B Common | 7,216 | \$ 51.125 | D | Â |
| Stock Appreciation Right | 05/01/2019 | 04/30/2026 | Class B Common | 9,952 | \$ 49.005 | D | Â |
| Stock Appreciation Right | 05/01/2020 | 04/30/2027 | Class B Common | 8,395 | \$ 50.63 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Hayes John V. 850 DIXIE HIGHWAY LOUISVILLE, KY 40210 | Â | Â | Â SVP, Chief Marketing Officer | Â |

Signatures

Michael E. Carr, Jr., Attorney in Fact for John V. Hayes 10/11/2017

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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) Number of shares acquired through the issuer's employee stock purchase program as of October 11, 2017.

(2) Number of shares acquired through the issuer's 401(k) plan as of October 11, 2017.

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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