

Holland Augusta Brown
Form 4
April 12, 2013

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 *
Holland Augusta Brown

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)

3. Date of Earliest Transaction (Month/Day/Year)
03/18/2012

___ Director ___X___ 10% Owner
___ Officer (give title below) ___ Other (specify below)

LOUISVILLE, KY 40210
(City) (State) (Zip)

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

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

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)
				(A) or (D) Code V Amount (D) Price			
Class A Common	03/18/2012		J(1)	43,929 D \$ 69.69	513,445	D	
Class A Common					2,500	I	Spouse
Class A Common	03/18/2013		J(1)	43,929 A \$ 69.69	62,796	I	GRAT
Class A Common					18	I	Eleanor Lee Trusts
Class A Common					316,837	I	Hebe Three Limited Partnership

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Class A Common	16,159	I	Trust fbo Owsley Brown III
Class A Common	49,257	I	Longview Charitable LP
Class A Common	3,297	I	Trust fbo child
Class A Common	2,256	I	Trust fbo child
Class A Common	2,256	I	Trust fbo child
Class A Common	69,532	I	Trust fbo Children
Class A Common	1,470	I	Trust fbo Barzun children
Class A Common	20,439	I	Trust fbo Augusta Holland
Class A Common	225,000	I	Cherokee Horatio Ltd
Class A Common	44,301	I	Birdnest 2006 Ltd.
Class A Common	3,330,115	I	Olympus Three, LLC
Class B Common	31,515	D	
Class B Common	574	I	Spouse
Class B Common	1,980	I	Owsley Brown II IRA
Class B Common	39,447	I	CLB Grandchildren Eq. Tr.
Class B Common	12,895	I	Eleanor Lee Trusts
Class B Common	546	I	Hebe Exempt Trust
Class B Common	215,284	I	Hebe Three Limited Partnership
	20,605	I	

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Class B Common						Hebe Trust fbo Augusta Holland
Class B Common		19,200	I			Longview Charitable LP
Class B Common		95,229	I			Trust fbo Owsley Brown III
Class B Common		910	I			Trust fbo child

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.

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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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Holland Augusta Brown 850 DIXIE HIGHWAY LOUISVILLE, KY 40210		X		

Signatures

Laura H. Pulliam, Attorney in Fact for Augusta Brown
Holland

04/12/2013

**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) Represents transfer of stock from the undersigned's GRAT in exchange for cash held by the GRAT.

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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