

Brown George Garvin IV  
 Form 4  
 May 02, 2012

**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)  
 04/30/2012

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Class A Common                  |                                      |  |                                | (A) or (D)  | 120,000   | D  |   |
| Class A Common                  |                                      |  |                                | (A) or (D)  | 402,155   | I  | GGB4 2012 LLC   |
| Class A Common                  |                                      |  |                                | (A) or (D)  | 2,642,357   | I  | CBGB LLC  |
| Class A Common                  |                                      |  |                                | (A) or (D)  | 34,767  | I  | Trust u/a FBO Geo. Garvin Brown IV                    |
|                                 |                                      |  |                                | (A) or (D)  | 353,036   | I  |   |

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|                   |            |  |   |     |   |            |                          |   |   |
|-------------------|------------|--|---|-----|---|------------|--------------------------|---|---|
| Class A<br>Common |            |  |   |     |   |            |                          |   | GGB4<br>2010#1<br>LLC                       |
| Class A<br>Common |            |  |   |     |   | 3,419      |                          | I | Crumney<br>Trust                            |
| Class A<br>Common |            |  |   |     |   | 1,271      |                          | I | By Spouse                                   |
| Class A<br>Common |            |  |   |     |   | 14         |                          | I | By G.<br>Garvin<br>Brown III<br>estate      |
| Class B<br>Common | 04/30/2012 |  | M | 820 | A | \$<br>24.7 | 148,189                  | D |   |
| Class B<br>Common |            |  |   |     |   |            | 19,229                   | I | GGB4<br>2012 LLC                            |
| Class B<br>Common |            |  |   |     |   |            | 360,589                  | I | CBGB,<br>LLC                                |
| Class B<br>Common |            |  |   |     |   |            | 10,792                   | I | Trust u/a<br>FBO Geo.<br>Garvin<br>Brown IV |
| Class B<br>Common |            |  |   |     |   |            | 52,200                   | I | GGB4<br>2010 #2<br>LLC                      |
| Class B<br>Common |            |  |   |     |   |            | 1,513                    | I | Crumney<br>Trust                            |
| Class B<br>Common |            |  |   |     |   |            | 6,877.973 <sup>(1)</sup> | I | 401(k)<br>Plan                              |
| Class B<br>Common |            |  |   |     |   |            | 1,831                    | I | By G.<br>Garvin<br>Brown III<br>estate      |

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 | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of Derivative | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|-------------------------|--|---|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|-------------------------|--|---|

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| (Instr. 3)                                | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title          | Amount or Number of Shares |
|---|------------------------------|------------------|------------|---|------|---|-----|-----|------------------|-----------------|----------------|----------------------------|
| Non-Qualified Stock Option (right to buy) | \$ 24.7                      | 04/30/2012       | M          |   |      |   | 820 |     | 05/01/2005       | 04/30/2012      | Class B Common | 820                        |
| Non-Qualified Stock Option (right to buy) | \$ 30.18                     |                  |            |   |      |   |     |     | 05/01/2006       | 04/30/2013      | Class B Common | 1,179                      |
| Non-Qualified Stock Option (right to buy) | \$ 35.83                     |                  |            |   |      |   |     |     | 05/01/2007       | 04/30/2014      | Class B Common | 1,938                      |
| Stock Appreciation Right                  | \$ 45.53                     |                  |            |   |      |   |     |     | 05/01/2008       | 04/30/2015      | Class B Common | 670                        |
| Stock Appreciation Right                  | \$ 55.69                     |                  |            |   |      |   |     |     | 05/01/2009       | 04/30/2016      | Class B Common | 920                        |
| Stock Appreciation Right                  | \$ 53.8                      |                  |            |   |      |   |     |     | 05/01/2010       | 04/30/2017      | Class B Common | 1,053                      |
| Stock Appreciation Right                  | \$ 56.58                     |                  |            |   |      |   |     |     | 05/01/2011       | 07/24/2018      | Class B Common | 967                        |
| Stock Appreciation Right                  | \$ 43.1                      |                  |            |   |      |   |     |     | 05/01/2012       | 04/30/2019      | Class B Common | 2,957                      |
| Restricted Stock Unit                     | (2)                          |                  |            |   |      |   |     |     | (3)              | (3)             | Class B Common | 545                        |
| Restricted Stock Unit                     | (2)                          |                  |            |   |      |   |     |     | (4)              | (4)             | Class B Common | 2,078                      |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |                          |       |
|--------------------------------|---------------|-----------|--------------------------|-------|
|                                | Director      | 10% Owner | Officer                  | Other |
|                                | X             |           | Executive Vice President |       |

Brown George Garvin IV  
850 DIXIE HWY  
LOUISVILLE, KY 40210

## Signatures

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

05/02/2012

\_\_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) Number of shares the reporting person has acquired under the Brown-Forman 401(k) plan as of April 30, 2012.
  - (2) Each restricted stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.
  - (3) The restricted stock units vest April 30, 2014.
  - (4) The restricted stock units vest April 30, 2015.

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