

Jones Jill Ackerman  
 Form 4  
 January 17, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

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 \*  
 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 HWY  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 01/15/2013

\_\_\_\_ 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					8,527 <sup>(1)</sup>	D	
Class A Common					2,212.3 <sup>(2)</sup>	I	ESPP
Class B Common	01/15/2013		P	2,060 A	\$ 63.4399 <sup>(3)</sup> 3,840 <sup>(4)</sup>	D	
Class B Common					45 <sup>(5)</sup>	I	Trust FBO Child
					45 <sup>(5)</sup>	I	

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Class B Common						Trust FBO Child
Class B Common				298.25 <sup>(6)</sup>	I	ESPP
Class B Common				6,660.2 <sup>(7)</sup>	I	401(k) Plan

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 of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable      Expiration Date	Title      Amount or Number of Shares
Stock Appreciation Right	\$ 30.36 <sup>(8)</sup>					05/01/2008      04/30/2015	Class B Common      5,553 <sup>(8)</sup>
Stock Appreciation Right	\$ 37.13 <sup>(9)</sup>					05/01/2009      04/30/2016	Class B Common      3,009 <sup>(9)</sup>
Stock Appreciation Right	\$ 35.87 <sup>(10)</sup>					05/01/2010      04/30/2017	Class B Common      6,117 <sup>(10)</sup>
Stock Appreciation Right	\$ 37.72 <sup>(11)</sup>					05/01/2011      04/30/2018	Class B Common      8,192 <sup>(11)</sup>
Stock Appreciation Right	\$ 28.74 <sup>(12)</sup>					05/01/2012      04/30/2019	Class B Common      12,945 <sup>(12)</sup>
						05/01/2013      04/30/2020	

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Stock	\$ 40.83			Class B	14,217
Appreciation	<u>(13)</u>			Common	<u>(13)</u>
Right					
Stock				Class B	15,773
Appreciation	\$ 49.3 <u>(14)</u>	05/01/2014	04/30/2021	Common	<u>(14)</u>
Right					
Stock				Class B	10,445
Appreciation	\$ 62.36 <u>(15)</u>	05/01/2015	04/30/2022	Common	<u>(15)</u>
Right					

## Reporting Owners

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

## Signatures

Diane M. Barhorst, Attorney-in-Fact for Jill Ackerman  
Jones

01/17/2013

\*\*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) On August 10, 2012, the Class A and Class B common stock of Brown-Forman Corporation split 3-2, resulting in the reporting person's acquisition of 2,852 additional Class A shares of common stock.
- (2) Number of Class A shares the reporting person has acquired through the Brown-Forman Corporation Employee Stock Purchase Program as of close of business on January 15, 2013, including 676.64 additional Class A shares of common stock issued in the August stock split.
- (3) The price reported in Column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$63.4393 to \$63.44, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares purchased at each separate price within the range set forth in footnote (3) to this Form 4.
- (4) Includes 5,934 additional Class B shares of common stock issued in the August stock split.
- (5) Includes 15 additional Class B shares of common stock issued in the August stock split.
- (6) Number of Class B shares the reporting person has acquired through the Brown-Forman Corporation Employee Stock Purchase Program as of close of business on January 15, 2013, including additional 92.77 Class B shares of common stock issued in the August stock split.
- (7) Number of shares the reporting person has acquired under the Brown-Forman 401(k) plan as of January 16, 2013, including additional Class B shares of Class B common stock issued in the August stock split.
- (8) These stock appreciation rights were previously reported as covering 3,702 shares at an exercise price of \$45.53, but were adjusted to reflect the August 2012 stock split.
- (9) These stock appreciation rights were previously reported as covering 2,006 shares at an exercise price of \$55.69, but were adjusted to reflect the August 2012 stock split.
- (10)

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These stock appreciation rights were previously reported as covering 4,078 shares at an exercise price of \$53.80, but were adjusted to reflect the August 2012 stock split.

- (11) These stock appreciation rights were previously reported as covering 5,461 shares at an exercise price of \$56.58, but were adjusted to reflect the August 2012 stock split.
- (12) These stock appreciation rights were previously reported as covering 8,630 shares at an exercise price of \$43.10, but were adjusted to reflect the August 2012 stock split.
- (13) These stock appreciation rights were previously reported as covering 9,478 shares at an exercise price of \$61.24, but were adjusted to reflect the August 2012 stock split.
- (14) These stock appreciation rights were previously reported as covering 10,515 shares at an exercise price of \$73.95, but were adjusted to reflect the August 2012 stock split.
- (15) These stock appreciation rights were previously reported as covering 6,963 shares at an exercise price of \$93.54, but were adjusted to reflect the August 2012 stock split.

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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