

YUM BRANDS INC

Form 4

March 01, 2005

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

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(Print or Type Responses)

1. Name and Address of Reporting Person *
DENO DAVID

(Last) (First) (Middle)

**YUM BRANDS, INC., 1441
GARDINER LANE**

(Street)

LOUISVILLE, KY 40213

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
YUM BRANDS INC [YUM]

3. Date of Earliest Transaction
(Month/Day/Year)
03/01/2005

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
☒ Officer (give title below) ____ Other (specify below)
CFO

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ 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 Ownership Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D)	Price	
Common Stock	03/01/2005	03/01/2005	M		25,661 (1)	A \$ 13.625	25,663 D
Common Stock	03/01/2005	03/01/2005	S		17 (1)	D \$ 48.69	25,646 D
Common Stock	03/01/2005	03/01/2005	S		208 (1)	D \$ 48.7	25,438 D
Common Stock	03/01/2005	03/01/2005	S		2,461 (1)	D \$ 48.71	22,977 D
Common Stock	03/01/2005	03/01/2005	S		1,907 (1)	D \$ 48.72	21,070 D

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Common Stock	03/01/2005	03/01/2005	S	<u>2,201</u> ⁽¹⁾	D	\$ 48.73	18,869	D
Common Stock	03/01/2005	03/01/2005	S	<u>2,305</u> ⁽¹⁾	D	\$ 48.74	16,564	D
Common Stock	03/01/2005	03/01/2005	S	433 ⁽¹⁾	D	\$ 48.75	16,131	D
Common Stock	03/01/2005	03/01/2005	S	433 ⁽¹⁾	D	\$ 48.76	15,698	D
Common Stock	03/01/2005	03/01/2005	S	711 ⁽¹⁾	D	\$ 48.77	14,987	D
Common Stock	03/01/2005	03/01/2005	S	693 ⁽¹⁾	D	\$ 48.78	14,294	D
Common Stock	03/01/2005	03/01/2005	S	503 ⁽¹⁾	D	\$ 48.79	13,791	D
Common Stock	03/01/2005	03/01/2005	S	797 ⁽¹⁾	D	\$ 48.8	12,994	D
Common Stock	03/01/2005	03/01/2005	S	780 ⁽¹⁾	D	\$ 48.81	12,214	D
Common Stock	03/01/2005	03/01/2005	S	797 ⁽¹⁾	D	\$ 48.82	11,417	D
Common Stock	03/01/2005	03/01/2005	S	139 ⁽¹⁾	D	\$ 48.83	11,278	D
Common Stock	03/01/2005	03/01/2005	S	780 ⁽¹⁾	D	\$ 48.84	10,498	D
Common Stock	03/01/2005	03/01/2005	S	901 ⁽¹⁾	D	\$ 48.85	9,597	D
Common Stock	03/01/2005	03/01/2005	S	780 ⁽¹⁾	D	\$ 48.86	8,817	D
Common Stock	03/01/2005	03/01/2005	S	539 ⁽¹⁾	D	\$ 48.87	8,278	D
Common Stock	03/01/2005	03/01/2005	S	<u>5,228</u> ⁽¹⁾	D	\$ 48.88	3,050	D
Common Stock	03/01/2005	03/01/2005	S	641 ⁽¹⁾	D	\$ 48.89	2,409	D
Common Stock	03/01/2005	03/01/2005	S	884 ⁽¹⁾	D	\$ 48.9	1,525	D
Common Stock	03/01/2005	03/01/2005	S	191 ⁽¹⁾	D	\$ 48.91	1,334	D
Common Stock	03/01/2005	03/01/2005	S	52 ⁽¹⁾	D	\$ 48.92	1,282	D
	03/01/2005	03/01/2005	S	780 ⁽¹⁾	D	\$ 48.94	502	D

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Common
Stock

Common
Stock

11,610.66 I

By 401K
Plan Trust

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
Employee Stock Option (right to buy)	\$ 13.625	03/01/2005	03/01/2005	M		25,661	<u>(1)</u>	01/20/2002	01/20/2008	Common Stock	25,661

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
DENO DAVID YUM BRANDS, INC. 1441 GARDINER LANE LOUISVILLE, KY 40213	CFO

Signatures

David Deno 03/01/2005

**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) Shares exercised and sold pursuant to SEC 10b5-1 plan.

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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