

STREET WILLIAM M  
Form 4  
October 27, 2010

**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 \*  
STREET WILLIAM M

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)

3. Date of Earliest Transaction (Month/Day/Year)  
10/25/2010

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

850 DIXIE HIGHWAY

(Street)

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

LOUISVILLE, KY 40210

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |                                   |
| Class A Common                  | 10/25/2010                           |  | J(1)                           | 8,573 D \$ 0  | 573,871   | I  | Street FLP                        |
| Class A Common                  | 10/25/2010                           |  | J(1)                           | 8,478 A \$ 0  | 8,478   | I  | GRAT                              |
| Class A Common                  | 10/25/2010                           |  | J(1)                           | 86 A \$ 0   | 538,157   | D  |                                   |
| Class A Common                  | 10/25/2010                           |  | J(1)                           | 9 A \$ 0  | 9   | I  | By Spouse                         |
| Class A Common                  | 10/25/2010                           |  | J(2)                           | 8,478 D \$ 0  | 0   | I  | GRAT                              |

Edgar Filing: STREET WILLIAM M - Form 4

|                                  |            |  |                         |       |   |      |         |   |                                     |
|----------------------------------|------------|--|-------------------------|-------|---|------|---------|---|-------------------------------------|
| Class A<br>Common                | 10/25/2010 |  | <u>J</u> <sup>(2)</sup> | 8,478 | A | \$ 0 | 546,635 | D |                                     |
| Class A<br>Common                |            |  |                         |       |   |      | 552,276 | I | Trust u/w<br>of Daniel<br>L. Street |
| Class B<br>Common                |            |  |                         |       |   |      | 289,916 | D |                                     |
| Class B<br>Common <sup>(3)</sup> |            |  |                         |       |   |      | 750     | I | By Spouse                           |

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.**

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 |
| Non-Qualified Stock Option (right to buy)  | \$ 32.93   |                                      |  |                                |   | 10/31/2003   | 04/30/2013  | Class B Common | 2,697                      |
| Non-Qualified Stock Option (right to buy)  | \$ 36.35   |                                      |  |                                |   | 07/22/2004   | 04/30/2014  | Class B Common | 3,009                      |
| Stock Appreciation Right                   | \$ 46.19   |                                      |  |                                |   | 07/28/2005   | 04/30/2015  | Class B Common | 3,499                      |
| Stock Appreciation Right                   | \$ 56.5  |                                      |  |                                |   | 07/27/2006   | 04/30/2016  | Class B Common | 2,980                      |
| Stock Appreciation                         | \$ 54.58   |                                      |  |                                |   | 07/26/2007   | 04/30/2017  | Class B Common | 3,702                      |

Right

Stock

Appreciation \$ 57.4

Right

07/24/2008 04/30/2018

Class B  
Common

3,398

Stock

Appreciation \$ 43.72

Right

07/23/2009 04/30/2019

Class B  
Common

4,175

Deferred Stock

(4)

Units

(5)

(5)

Class B  
Common

985.38

## Reporting Owners

| Reporting Owner Name / Address                                | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| STREET WILLIAM M<br>850 DIXIE HIGHWAY<br>LOUISVILLE, KY 40210 | X             |           |         |       |

## Signatures

Diane M. Barhorst, Atty. in Fact for: William M.  
Street

10/27/2010

\_\_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 a prorata distribution of assets to its partners by the Street FLP, of which the reporting person is the sole general partner.
- (2) Represents quarterly GRAT distribution. The reporting person is the trustee and sole annuitant of the GRAT.
- (3) Holding inadvertently omitted on previous filings.
- (4) Each deferred stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.
- (5) The deferred stock units vest over the course of the Board year. Vested shares will be delivered to the reporting person on the first February 1st that is at least 6 months following the Director's termination from Board service.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.