

Brown George Garvin IV  
 Form 4  
 August 15, 2011

**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 \*  
 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)  
 12/15/2010

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 Ownership (Instr. 4)
				(A) or (D) Price			
Class A Common					331,250	D	
Class A Common					381,811	I	George Garvin Brown III Trust UW
Class A Common					2,642,357	I	CBGB LLC
Class A Common	12/15/2010		G	580 D	\$ 0 37,867	I	Trust u/a FBO Geo. Garvin

Edgar Filing: Brown George Garvin IV - Form 4

			Brown IV
Class A Common	353,036	I	GGB4 2010#1 LLC
Class B Common	71,429	I	GGB4 2010 #2 LLC
Class B Common	101,911 <sup>(1)</sup>	D	
Class B Common	95,452	I	George Garvin Brown III Trust UW
Class B Common	360,589	I	CBGB, LLC
Class B Common	9,987	I	Trust u/a FBO Geo. Garvin Brown IV
Class B Common	6,567.64 <sup>(2)</sup>	I	401(k) Plan

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)	Amount or Number of Shares
Non-Qualified	\$ 24.7			Code V	(A) (D)	05/01/2005 04/30/2012	Class B	820

Edgar Filing: Brown George Garvin IV - Form 4

Stock Option (right to buy)				Common	
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	(3)	(4)	(4)	Class B Common	545
Restricted Stock Unit	(3)	(5)	(5)	Class B Common	2,078

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Brown George Garvin IV 850 DIXIE HWY LOUISVILLE, KY 40210	X		Executive Vice President	

## Signatures

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

08/15/2011

\_\_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) Includes 1,134 shares that were previously held under the Brown-Forman Dividend Reinvestment Plan. On June 15, 2011, the reporting person's DRP account was closed and the shares are now held directly by the reporting person.
- (2) Number of shares the reporting person has acquired under the Brown-Forman 401(k) plan as of July 29, 2011.
- (3) Each restricted stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.
- (4) The restricted stock units were granted July 22, 2010, and vest April 30, 2014.
- (5) The restricted stock units vest April 30, 2015.

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.