

BROWN FORMAN CORP
 Form 4
 March 08, 2016

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

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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 *
 McCallum Mark I

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 HIGHWAY
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 03/07/2016

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP/Pres. Jack Daniel's Brands

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)
			Code	V	Amount	(D)	Price
Class B Common	03/07/2016		M		14,647	A	\$ 35.51
Class B Common	03/07/2016		M		15,957	A	\$ 33.76
Class B Common	03/07/2016		M		4,615	A	\$ 34.95
Class B Common	03/07/2016		S		12,845	D	\$ 97.9212 (1)
Class B Common	03/07/2016		F		22,374	D	\$ 97.68 (2)

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Class A Common	31,806.5	D	
Class B Common	27	I	By Son

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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Appreciation Right	\$ 34.95	03/07/2016		M	4,615	07/27/2006	04/30/2016	Class B Common	4,615
Stock Appreciation Right	\$ 102.25					05/01/2018	04/30/2025	Class B Common	11,111
Stock Appreciation Right	\$ 91.97					05/01/2017	04/30/2024	Class B Common	13,636
Stock Appreciation Right	\$ 35.51	03/07/2016		M	14,647	05/01/2011	04/30/2018	Class B Common	14,647
Stock Appreciation Right	\$ 33.76	03/07/2016		M	15,957	05/01/2010	04/30/2017	Class B Common	15,957
Stock Appreciation Right	\$ 72.42					05/01/2016	04/30/2023	Class B Common	15,957
Stock Appreciation Right	\$ 38.43					05/01/2013	04/30/2020	Class B Common	20,420

