

BOUSQUET CHAVANNE PATRICK

Form 4

September 24, 2010

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

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *

BOUSQUET CHAVANNE
PATRICK

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)

09/23/2010

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

LOUISVILLE, KY 40210

(City) (State) (Zip)

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**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			

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount Underlying Security (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)							
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Am or Num of S	
Non-Qualified Stock Option (Right to Buy)	\$ 44.86						05/26/2005	04/30/2014	Class B Common	5	
Stock Appreciation Right	\$ 46.19						07/28/2005	04/30/2015	Class B Common	6,	
Stock Appreciation Right	\$ 56.5						07/27/2006	04/30/2016	Class B Common	5,	
Stock Appreciation Right	\$ 68.22						07/26/2007	04/30/2017	Class B Common	6,	
Stock Appreciation Right	\$ 57.4						07/24/2008	04/30/2018	Class B Common	6,	
Stock Appreciation Right	\$ 43.72						07/23/2009	04/30/2019	Class B Common	7,	
Stock Appreciation Right	\$ 62.13						07/22/2010	04/30/2020	Class B Common	2,	
Deferred Stock Units	(1)	09/23/2010	A		985.38		(2)	(2)	Class B Common	98	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BOUSQUET CHAVANNE PATRICK 850 DIXIE HWY LOUISVILLE, KY 40210	X			

Signatures

Diane M. Barhorst, Attn in Fact for: Patrick
Bousquet-Chavanne

09/24/2010

**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) Each deferred stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.

(2) 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.

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