

Barzun Brooke Brown  
Form 4  
July 03, 2012

**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 \*  
Barzun Brooke Brown

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)  
06/29/2012

\_\_\_\_ 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
| Class B Common                  |                                      |  |                                |   | 83,226  | D  |   |
| Class B Common                  |                                      |  |                                |   | 237   | I  | Spouse  |
| Class B Common                  |                                      |  |                                |   | 33,178  | I  | BBB Revocable Trust                                   |
| Class B Common                  |                                      |  |                                |   | 16,886  | I  | Hackberry Manor LP                                    |
| Class B Common                  |                                      |  |                                |   | 13,257  | I  | Hackberry II LP                                       |

Edgar Filing: Barzun Brooke Brown - Form 4

|                   |            |                         |         |   |                  |           |   |                                      |
|-------------------|------------|-------------------------|---------|---|------------------|-----------|---|--------------------------------------|
| Class B<br>Common |            |                         |         |   |                  | 3,295     | I | Hackberry<br>2007 LP                 |
| Class B<br>Common |            |                         |         |   |                  | 125       | I | UTMA                                 |
| Class B<br>Common |            |                         |         |   |                  | 375       | I | UTMA                                 |
| Class B<br>Common |            |                         |         |   |                  | 375       | I | UTMA                                 |
| Class B<br>Common |            |                         |         |   |                  | 1,320     | I | Owsley Brown<br>II IRA               |
| Class B<br>Common |            |                         |         |   |                  | 26,298    | I | CLB<br>Grandchildren<br>Eq. Tr.      |
| Class B<br>Common |            |                         |         |   |                  | 8,597     | I | Eleanor Lee<br>Trusts                |
| Class B<br>Common |            |                         |         |   |                  | 364       | I | Hebe Exempt<br>Trust                 |
| Class B<br>Common | 06/29/2012 | <u>J</u> <sup>(1)</sup> | 100,230 | D | \$<br>96.975     | 3,887,215 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 06/29/2012 | S                       | 65,200  | D | \$<br><u>(2)</u> | 3,822,015 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 07/02/2012 | S                       | 99,210  | D | \$<br><u>(3)</u> | 3,722,805 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 07/02/2012 | S                       | 1,590   | D | \$<br><u>(4)</u> | 3,721,215 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 07/03/2012 | S                       | 28,245  | D | \$<br><u>(5)</u> | 3,692,970 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 07/03/2012 | S                       | 755     | D | \$<br><u>(6)</u> | 3,692,215 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common |            |                         |         |   |                  | 12,800    | I | Longview<br>Charitable LP            |
| Class B<br>Common |            |                         |         |   |                  | 405       | I | Trust fbo child                      |
| Class B<br>Common |            |                         |         |   |                  | 1,041     | I | Trust fbo child                      |
|                   |            |                         |         |   |                  | 1,041     | I | Trust fbo child                      |

Edgar Filing: Barzun Brooke Brown - Form 4

|                   |            |  |                  |         |   |              |           |   |                         |
|-------------------|------------|--|------------------|---------|---|--------------|-----------|---|-------------------------|
| Class B<br>Common |            |  |                  |         |   |              |           |   |                         |
| Class B<br>Common |            |  |                  |         |   | 245          | I         |   | Trust fbo children      |
| Class B<br>Common |            |  |                  |         |   | 3,406        | I         |   | Trust fbo Brooke Barzun |
| Class B<br>Common | 06/29/2012 |  | J <sup>(1)</sup> | 100,231 | A | \$<br>96,975 | 4,469,094 | I | Olympus Three, LLC      |

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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code V (A) (D)                 |   | Date Exercisable Expiration Date                         | Title   | Amount or Number of Shares                 |  |

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Barzun Brooke Brown<br>850 DIXIE HWY<br>LOUISVILLE, KY 40210 |               | X         |         |       |

## Signatures

Diane M. Barhorst, Atty in Fact for Brooke Brown  
Barzun

07/03/2012

\_\_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) On June 29, 2012, Hebe Three Limited Partnership redeemed limited partnership units held by Olympus Three, LLC. The reporting person disclaims beneficial ownership of all shares held by such entities except to the extent of his pecuniary interest therein.

(2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$96.50 to \$97.4425, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (2) to this Form 4.

(3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$96.46 to \$97.43, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (3) to this Form 4.

(4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$97.47 to \$97.92, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (4) to this Form 4.

(5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$96.00 to \$96.99, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (5) to this Form 4.

(6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$97.00 to \$97.14, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (6) to this Form 4.

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.