

Holland Augusta Brown
 Form 4
 July 09, 2012

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549**

OMB APPROVAL

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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 *
 Holland Augusta 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)

3. Date of Earliest Transaction (Month/Day/Year)
 07/05/2012

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

850 DIXIE HWY
 (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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Class B Common | | | | | 77,582 | D | |
| Class B Common | | | | | 383 | I | Spouse |
| Class B Common | | | | | 1,320 | I | Owsley Brown II IRA |
| Class B Common | | | | | 26,298 | I | CLB Grandchildren Eq. Tr. |
| Class B Common | | | | | 8,597 | I | Eleanor Lee Trusts |

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| | | | | | | | | |
|-------------------|------------|---|--------|---|---------------------|-----------|---|--------------------------------------|
| Class B Common | | | | | | 364 | I | Hebe Exempt Trust |
| Class B Common | 07/05/2012 | S | 79,006 | D | \$ 95.246 (1) | 3,485,060 | I | Hebe Three Limited Partnership |
| Class B Common | 07/05/2012 | S | 700 | D | \$ 96.287 (2) | 3,484,360 | I | Hebe Three Limited Partnership |
| Class B Common | 07/06/2012 | S | 49,731 | D | \$ 94.66 (3) | 3,434,629 | I | Hebe Three Limited Partnership |
| Class B Common | 07/06/2012 | S | 9,509 | D | \$ 95.31 (4) | 3,425,120 | I | Hebe Three Limited Partnership |
| Class B Common | | | | | | 128,149 | I | Hebe Non-Exempt Trust |
| Class B Common | | | | | | 12,800 | I | Longview Charitable LP |
| Class B Common | | | | | | 4,109 | I | Trust fbo Owsley Brown III |
| Class B Common | | | | | | 607 | I | Trust fbo child |
| Class B Common | | | | | | 168 | I | Trust fbo Children |
| Class B Common | | | | | | 639 | I | Holland Family Trust |
| Class B Common | | | | | | 245 | I | Trust fbo Barzun children |
| Class B Common | | | | | | 3,406 | I | Trust fbo Augusta Holland |
| Class B Common | | | | | | 37,500 | I | Cherokee Horatio Ltd. |
| Class B Common | | | | | | 7,383 | I | Birdnest 2006 Ltd. |
| Class B Common | | | | | | 4,469,094 | I | Olympus Three, LLC |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(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 (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| Holland Augusta Brown 850 DIXIE HWY LOUISVILLE, KY 40210 | | X | | |

Signatures

Diane M. Barhorst, Atty in Fact for Augusta Brown
Holland 07/09/2012

__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) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$95.03 to \$95.85, 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 (1) to this Form 4.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$96.24 to \$96.295, 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 \$94.12 to \$95.11, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman

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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 \$95.16 to \$95.53, 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.

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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