

YUM BRANDS INC  
Form 4  
March 02, 2005

**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 \*  
NOVAK DAVID C

(Last) (First) (Middle)  
1441 GARDINER LANE  
(Street)

LOUISVILLE, KY 40213

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
YUM BRANDS INC [YUM]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/01/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chair CEO and Pres

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |                                   |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | M                              |   | 75,000 (1) A \$ 11.4086   | 101,227.08   | D                                 |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | S                              |   | 52 (1) D \$ 48.69   | 101,175.08   | D                                 |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | S                              |   | 620 (1) D \$ 48.7   | 100,555.08   | D                                 |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | S                              |   | 7,337 (1) D \$ 48.71  | 93,218.08  | D                                 |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | S                              |   | 5,683 (1) D \$ 48.72  | 87,535.08  | D                                 |

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|              |            |            |   |                              |   |          |           |   |
|--------------|------------|------------|---|------------------------------|---|----------|-----------|---|
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>6,562</u> <sup>(1)</sup>  | D | \$ 48.73 | 80,973.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>6,872</u> <sup>(1)</sup>  | D | \$ 48.74 | 74,101.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>1,292</u> <sup>(1)</sup>  | D | \$ 48.75 | 72,809.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>1,292</u> <sup>(1)</sup>  | D | \$ 48.76 | 71,517.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,118</u> <sup>(1)</sup>  | D | \$ 48.77 | 69,399.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,067</u> <sup>(1)</sup>  | D | \$ 48.78 | 67,332.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>1,498</u> <sup>(1)</sup>  | D | \$ 48.79 | 65,834.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,377</u> <sup>(1)</sup>  | D | \$ 48.8  | 63,457.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,325</u> <sup>(1)</sup>  | D | \$ 48.81 | 61,132.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,377</u> <sup>(1)</sup>  | D | \$ 48.82 | 58,755.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 413 <sup>(1)</sup>           | D | \$ 48.83 | 58,342.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,325</u> <sup>(1)</sup>  | D | \$ 48.84 | 56,017.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,687</u> <sup>(1)</sup>  | D | \$ 48.85 | 53,330.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,325</u> <sup>(1)</sup>  | D | \$ 48.86 | 51,005.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>1,600</u> <sup>(1)</sup>  | D | \$ 48.87 | 49,405.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>15,583</u> <sup>(1)</sup> | D | \$ 48.88 | 33,822.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>1,912</u> <sup>(1)</sup>  | D | \$ 48.89 | 31,910.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,635</u> <sup>(1)</sup>  | D | \$ 48.9  | 29,275.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 568 <sup>(1)</sup>           | D | \$ 48.91 | 28,707.08 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 155 <sup>(1)</sup>           | D | \$ 48.92 | 28,552.08 | D |
|              | 03/01/2005 | 03/01/2005 | S |                              | D | \$ 48.94 | 26,227.08 | D |

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Common Stock 2,325  
(1)

Common Stock 220 (2) I By Daughter

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

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**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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                              |
| Employee Stock Options (right to buy)      | \$ 11.4086   | 03/01/2005                           | 03/01/2005   | M                              | 75,000 <u>(1)</u>   | 01/25/2000 01/25/2006                                    | Common Stock 75,000   |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships |           |                    |       |
|---|---------------|-----------|--------------------|-------|
|   | Director      | 10% Owner | Officer            | Other |
| NOVAK DAVID C<br>1441 GARDINER LANE<br>LOUISVILLE, KY 40213 | X             |           | Chair CEO and Pres |       |

## Signatures

David C. Novak 03/02/2005  
 \*\*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).

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- (1) Shares exercised and sold pursuant to SEC 10b5-1 plan.
- (2) Represents transfer of shares to minor daughter

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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