

STREET WILLIAM M  
Form 4  
October 27, 2010

**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 \*  
STREET WILLIAM M

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)  
10/25/2010

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

850 DIXIE HIGHWAY

(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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Class A Common	10/25/2010		J(1)	8,573 D \$ 0	573,871	I	Street FLP
Class A Common	10/25/2010		J(1)	8,478 A \$ 0	8,478	I	GRAT
Class A Common	10/25/2010		J(1)	86 A \$ 0	538,157	D	
Class A Common	10/25/2010		J(1)	9 A \$ 0	9	I	By Spouse
Class A Common	10/25/2010		J(2)	8,478 D \$ 0	0	I	GRAT

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Class A Common	10/25/2010		<u>J</u> <sup>(2)</sup>	8,478	A	\$ 0	546,635	D	
Class A Common							552,276	I	Trust u/w of Daniel L. Street
Class B Common							289,916	D	
Class B Common <sup>(3)</sup>							750	I	By Spouse

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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Non-Qualified Stock Option (right to buy)	\$ 32.93					10/31/2003	04/30/2013	Class B Common	2,697
Non-Qualified Stock Option (right to buy)	\$ 36.35					07/22/2004	04/30/2014	Class B Common	3,009
Stock Appreciation Right	\$ 46.19					07/28/2005	04/30/2015	Class B Common	3,499
Stock Appreciation Right	\$ 56.5					07/27/2006	04/30/2016	Class B Common	2,980
Stock Appreciation	\$ 54.58					07/26/2007	04/30/2017	Class B Common	3,702

Right					
Stock					
Appreciation	\$ 57.4	07/24/2008	04/30/2018	Class B Common	3,398
Right					
Stock					
Appreciation	\$ 43.72	07/23/2009	04/30/2019	Class B Common	4,175
Right					
Deferred Stock					
Units	(4)	(5)	(5)	Class B Common	985.38

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
STREET WILLIAM M 850 DIXIE HIGHWAY LOUISVILLE, KY 40210	X			

## Signatures

Diane M. Barhorst, Atty. in Fact for: William M.  
Street 10/27/2010

\_\_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) Represents a prorata distribution of assets to its partners by the Street FLP, of which the reporting person is the sole general partner.
- (2) Represents quarterly GRAT distribution. The reporting person is the trustee and sole annuitant of the GRAT.
- (3) Holding inadvertently omitted on previous filings.
- (4) Each deferred stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.
- (5) 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. 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.