

Hayes John V.  
Form 4  
May 02, 2018

**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 \*  
Hayes John V.

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 HIGHWAY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
04/30/2018

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP, Chief Marketing Officer

LOUISVILLE, KY 40210

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

(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)
Class A Common	04/30/2018		F	422 <sup>(1)</sup> D	\$ 53.37 <sup>(2)</sup> 1,742	D	
Class B Common	04/30/2018		F	106 <sup>(3)</sup> D	\$ 56.04 <sup>(4)</sup> 18,278	D	
Class A Common					113,743 <sup>(5)</sup>	I	ESPP
Class A Common					4,210	I	Hayes Investments LLC

Edgar Filing: Hayes John V. - Form 4

Class B Common	7,545.5054 <u>(6)</u>	I	By 401k
Class B Common	33.628 <u>(5)</u>	I	ESPP
Class B Common	14,267	I	Hayes Investments 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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Appreciation Right	\$ 10.62 <u>(7)</u>					05/01/2012	04/30/2019	Class B Common	33,109 <u>(7)</u>
Stock Appreciation Right	\$ 15.088 <u>(8)</u>					05/01/2013	04/30/2020	Class B Common	27,788 <u>(8)</u>
Stock Appreciation Right	\$ 18.217 <u>(9)</u>					05/01/2014	04/30/2021	Class B Common	28,912 <u>(9)</u>
Stock Appreciation Right	\$ 23.047 <u>(10)</u>					05/01/2015	04/30/2022	Class B Common	21,806 <u>(10)</u>
Stock Appreciation Right	\$ 28.433 <u>(11)</u>					05/01/2016	04/30/2023	Class B Common	9,020 <u>(11)</u>
						05/01/2017	04/30/2024		



## Edgar Filing: Hayes John V. - Form 4

These stock appreciation rights were previously reported as covering 21,403 shares at an exercise price of \$23.48, but were adjusted to reflect the April 2018 special dividend.

- (11) These stock appreciation rights were previously reported as covering 8,853 shares at an exercise price of \$28.968, but were adjusted to reflect the April 2018 special dividend.
- (12) These stock appreciation rights were previously reported as covering 7,068 shares at an exercise price of \$36.788, but were adjusted to reflect the April 2018 special dividend.
- (13) These stock appreciation rights were previously reported as covering 9,020 shares at an exercise price of \$40.90, but were adjusted to reflect the April 2018 special dividend.
- (14) These stock appreciation rights were previously reported as covering 12,440 shares at an exercise price of \$39.204, but were adjusted to reflect the April 2018 special dividend.
- (15) These stock appreciation rights were previously reported as covering 10,494 shares at an exercise price of \$40.504, but were adjusted to reflect the April 2018 special dividend.

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.