

Jones Jill Ackerman  
 Form 4  
 July 30, 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 \*  
 Jones Jill Ackerman

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)  
 07/26/2012

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Executive Vice President

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)
Class A Common				(A) or (D)	5,685	D	
Class A Common				(A) or (D)	1,328.05 <sup>(1)</sup>	I	ESPP
Class B Common				(A) or (D)	11,869	D	
Class B Common				(A) or (D)	30	I	Trust FBO Child
Class B Common				(A) or (D)	30	I	Trust FBO Child

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Class B Common	185.538 <sup>(1)</sup>	I	ESPP
Class B Common	4,414.235 <sup>(2)</sup>	I	401(k) Plan

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 Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
				Code V	(A) (D)	Date Exercisable Expiration Date	Title	
Stock Appreciation Right	\$ 45.53					05/01/2008 04/30/2015	Class B Common	3,70
Stock Appreciation Right	\$ 55.69					05/01/2009 04/30/2016	Class B Common	2,00
Stock Appreciation Right	\$ 53.8					05/01/2010 04/30/2017	Class B Common	4,07
Stock Appreciation Right	\$ 56.58					05/01/2011 04/30/2018	Class B Common	5,46
Stock Appreciation Right	\$ 43.1					05/01/2012 04/30/2019	Class B Common	8,63
Stock Appreciation Right	\$ 61.24					05/01/2013 04/30/2020	Class B Common	9,47
Stock Appreciation Right	\$ 73.95					05/01/2014 04/30/2021	Class B Common	10,51

Stock									
Appreciation	\$ 93.54	07/26/2012		A	6,963	05/01/2015	04/30/2022	Class B Common	6,963
Right <sup>(3)</sup>									

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Jones Jill Ackerman 850 DIXIE HWY LOUISVILLE, KY 40210			Executive Vice President	

## Signatures

Diane M. Barhorst, Attorney-in-Fact for Jill Ackerman Jones	07/30/2012
__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) These are the number of shares acquired through the Brown-Forman Corporation Employee Stock Purchase Program as of close of business on July 26, 2012.
- (2) Held in 401(k) account as of July 26, 2012.
- (3) No money was paid to or received by the reporting person for this SAR.

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.