

BROWN FORMAN CORP
Form 4
March 15, 2016

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

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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 HIGHWAY
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
03/11/2016

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Executive Vice President

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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Class B Common	03/11/2016		M	8,704 A \$ 35.51	28,567	D	
Class B Common	03/11/2016		M	13,755 A \$ 27.05	42,322	D	
Class B Common	03/11/2016		S	9,573 D \$ 98	32,749	D	
Class B Common	03/11/2016		F	12,886 D \$ 97.53 (1)	19,863	D	
Class A Common					19,186	D	

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Class B Common	7,305.7031 (2)	I	By 401k
Class A Common	125.2046 (3)	I	DRIP
Class A Common	2,631.4997 (4)	I	ESPP
Class B Common	310.7817 (4)	I	ESPP
Class B Common	45	I	Trust fbo Child-1
Class B Common	45	I	Trust fbo Child-2

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

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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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Appreciation Right	\$ 35.51	03/11/2016		M	8,704	05/01/2011	04/30/2018	Class B Common	8,704
Stock Appreciation Right	\$ 27.05	03/11/2016		M	13,755	05/01/2012	04/30/2019	Class B Common	13,755
Stock Appreciation Right	\$ 102.25					05/01/2018	04/30/2025	Class B Common	12,500
Stock Appreciation Right	\$ 38.43					05/01/2013	04/30/2020	Class B Common	15,100
	\$ 46.4					05/01/2014	04/30/2021		16,700

Stock Appreciation Right				Class B Common	
Stock Appreciation Right	\$ 58.7	05/01/2015	04/30/2022	Class B Common	11,0
Stock Appreciation Right	\$ 72.42	05/01/2016	04/30/2023	Class B Common	9,7
Stock Appreciation Right	\$ 91.97	05/01/2017	04/30/2024	Class B Common	10,2

Reporting Owners

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

Signatures

Kelly A. Bowen, Attorney in Fact for Jill Ackerman Jones	03/15/2016
**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 closing price of BF-B on March 10, 2016 was used to calculate the withholding obligation.
- (2) Number of shares acquired through the issuer's 401(k) plan as of February 29, 2016.
- (3) Number of shares acquired through the issuer's dividend reinvestment plan as of March 11, 2016.
- (4) Number of shares acquired through the issuer's employee stock purchase program as of March 11, 2016.

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.