

Brown Owsley III
Form 4
July 03, 2012

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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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 *
Brown Owsley III

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)
06/29/2012

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

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)
				(A) or (D)	Price		
Class B Common					45,680	D	
Class B Common					375	I	c/f child
Class B Common					375	I	c/f child
Class B Common					1,320	I	Owsley Brown II IRA
Class B Common					26,298	I	CLB Grandchildren Eq. Tr

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Class B Common						8,597	I	Eleanor Lee Trusts
Class B Common						364	I	Hebe Exempt Trust
Class B Common	06/29/2012	<u>J⁽¹⁾</u>	100,230	D	\$ 96.975	3,887,215	I	Hebe Three Limited Partnership
Class B Common	06/29/2012	S	65,200	D	\$ 97.009 <u>(2)</u>	3,822,015	I	Hebe Three Limited Partnership
Class B Common	07/02/2012	S	99,210	D	\$ 96.933 <u>(3)</u>	3,722,805	I	Hebe Three Limited Partnership
Class B Common	07/02/2012	S	1,590	D	\$ 97.618 <u>(4)</u>	3,721,215	I	Hebe Three Limited Partnership
Class B Common	07/03/2012	S	28,245	D	\$ 96.593 <u>(5)</u>	3,692,970	I	Hebe Three Limited Partnershi[p
Class B Common	07/03/2012	S	755	D	\$ 97.039 <u>(6)</u>	3,692,215	I	Hebe Three Limited Partnership
Class B Common						12,800	I	Longview Charitable LP
Class B Common						78	I	Trust fbo child
Class B Common						237	I	Trust fbo Victoire Brown
Class B Common						1,283	I	Trust fbo child
Class B Common						1,315	I	Trust fbo child
Class B Common						3,406	I	Trust fbo Owsley Brown III
Class B Common	06/29/2012	<u>J⁽¹⁾</u>	100,230	A	\$ 96.975	4,469,094	I	Olympus Three, LLC

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

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(5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$96.00 to \$96.99, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (5) to this Form 4.

(6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$97.00 to \$97.14, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (6) to this Form 4.

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.