Holland Augusta Brown Form 4 July 03, 2012

Check this box

if no longer

subject to

Section 16.

Form 4 or

## FORM 4

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

OMB Number:

**OMB APPROVAL** 

3235-0287

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * Holland Augusta Brown			2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
			BROWN FORMAN CORP [BFA, BFB]	(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	DirectorX 10% Owner			
850 DIXIE HWY			(Month/Day/Year)	Officer (give title Other (specify below) below)			
			06/29/2012				
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Year)	Applicable Line)			
				_X_ Form filed by One Reporting Person			
LOUISVILLE, KY 40210				Form filed by More than One Reporting Person			

LOUISVILL	E, KY	40210
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(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. 4. Securities Acquired (A) Transaction Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)  (A) or Code V Amount (D) Price	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)					
Common				77,582	D						
Class B Common				383	I	Spouse					
Class B Common				1,320	I	Owsley Brown II IRA					
Class B Common				26,298	I	CLB Grandchildren Eq. Tr.					
Class B Common				8,597	I	Eleanor Lee Trusts					

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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 (2)	3,822,015	I	Hebe Three Limited Partnership
Class B Common	07/02/2012	S	99,210	D	\$ 96.933 (3)	3,722,805	I	Hebe Three Limited Partnership
Class B Common	07/02/2012	S	1,590	D	\$ 97.618 (4)	3,721,215	I	Hebe Three Limited Partnership
Class B Common	07/03/2012	S	28,245	D	\$ 96.593 (5)	3,692,970	I	Hebe Three Limited Partnership
Class B Common	07/03/2012	S	755	D	\$ 97.039 (6)	3,692,215	I	Hebe Three Limited Partnership
Class B Common						12,800	I	Longview Charitable LP
Class B Common						4,109	I	Trust fbo Owsley Brown III
Class B Common						607	I	Trust fbo child
Class B Common						168	I	Trust fbo Children
Class B Common						639	I	Holland Family Trust
Class B Common						245	I	Trust fbo Barzun children
Class B Common						3,406	I	Trust fbo Augusta Holland
Class B Common						37,500	I	Cherokee Horatio Ltd.
Class B Common						7,383	I	Birdnest 2006 Ltd.
Class B Common	06/29/2012	<u>J(1)</u>	100,230	A	\$ 96.975	4,469,094	I	Olympus Three, LLC

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

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**SEC 1474** 

(9-02)

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Titl	e and	8. Price of	9
Derivativ	e Conversion	(Month/Day/Year)	Execution Date, if	TransactionNumber 1		Expiration Da	ate	Amou	nt of	Derivative	J
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	,
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	ities	(Instr. 5)	]
	Derivative				Securities			(Instr.	3 and 4)		(
	Security		Acquired								J
		(A) or									J
	Disposed									-	
					of (D)						(
					(Instr. 3,						
					4, and 5)						
									Amount		
									or		
						Date	Expiration				
						Exercisable	Date	Title			
				Code V	(A) (D)						
				Code V	(A) (D)		*	Title	Number of Shares		

### **Reporting Owners**

Director 10% Owner Officer Other

Holland Augusta Brown 850 DIXIE HWY LOUISVILLE, KY 40210

X

### **Signatures**

Diane M. Barhorst, Atty in Fact for Augusta Brown Holland

07/03/2012

\*\*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).
- On June 29, 2012, Hebe Three Limited Partnership redeemed limited partnership units held by Olympus Three, LLC. The reporting person disclaims beneficial ownership of all shares held by such entities except to the extent of his pecuniary interest therein.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$96.50 to \$97.4425, 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 (2) to this Form 4.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$96.46 to \$97.43, 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

Reporting Owners 3

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at each separate price within the range set forth in footnote (3) to this Form 4.

- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$97.47 to \$97.92, 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 (4) to this Form 4.
- 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.
- 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.