

VARGA PAUL C
Form 4
October 09, 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 *
VARGA PAUL C

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)
10/05/2012

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman & CEO

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)
			Code	V	Amount	(D)	Price
Class A Common					134,643 ⁽¹⁾	D	
Class B Common	10/05/2012		M		91,899	A	\$ 28.74
Class B Common	10/05/2012		F		62,808	D	\$ 66.53 ⁽³⁾

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

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- (2) Reflects the acquisition of 10,756 additional Class B shares issued in the August 2012 stock split.
- (3) The closing price of BF-B (\$66.53) on October 4, 2012 was used to calculate the tax withholding obligations.
- (4) These stock appreciation rights were previously reported as covering 61,266 shares at an exercise price of \$43.10, but were adjusted to reflect the August 2012 stock split.
- (5) These stock appreciation rights were previously reported as covering 85,299 shares at an exercise price of \$61.24, but were adjusted to reflect the August 2012 stock split.
- (6) These stock appreciation rights were previously reported as covering 60,085 shares at an exercise price of \$73.95, but were adjusted to reflect the August 2012 stock split.
- (7) These stock appreciation rights were previously reported as covering 58,048 shares at an exercise price of \$93.54, but were adjusted to reflect the August 2012 stock split.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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