

BROWN FORMAN CORP

Form 4

March 15, 2016

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

OMB APPROVAL

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(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
____X____ 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)
____X____ 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	(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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(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 Security (Instr. 3 and 4)	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					Class B	
Appreciation					Common	
Right						
Stock						
Appreciation	\$ 58.7		05/01/2015	04/30/2022	Class B	11,0
Right					Common	
Stock						
Appreciation	\$ 72.42		05/01/2016	04/30/2023	Class B	9,7
Right					Common	
Stock						
Appreciation	\$ 91.97		05/01/2017	04/30/2024	Class B	10,2
Right					Common	

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.

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