BROWN FORMAN CORP

Form 4

March 15, 2016

FORM 4

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

OMB Number: 3235-0287

burden hours per

response...

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005
Estimated average

0.5

OMB APPROVAL

Form 4 or 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 * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Jones Jill Ackerman Issuer Symbol BROWN FORMAN CORP [BFA, (Check all applicable) BFB] (Last) (First) (Middle) 3. Date of Earliest Transaction Director 10% Owner Other (specify _X__ Officer (give title (Month/Day/Year) below) 850 DIXIE HIGHWAY 03/11/2016 **Executive Vice President** (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 Form filed by More than One Reporting LOUISVILLE, KY 40210 Person

(City)	(State) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned						y Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securitin(A) or Dis (Instr. 3, 4)	sposed	of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount	(D)	Price	(Instr. 3 and 4)		
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)	Code	5. Number of tiorDerivative Securities) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amoun Underlying Securiti (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amor or Numl of Sh
Stock Appreciation Right	\$ 35.51	03/11/2016		M		8,704	05/01/2011	04/30/2018	Class B Common	8,7
Stock Appreciation Right	\$ 27.05	03/11/2016		M		13,755	05/01/2012	04/30/2019	Class B Common	13,7
Stock Appreciation Right	\$ 102.25						05/01/2018	04/30/2025	Class B Common	12,5
Stock Appreciation Right	\$ 38.43						05/01/2013	04/30/2020	Class B Common	15,1
	\$ 46.4						05/01/2014	04/30/2021		16,7

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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.

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