

Bloomin' Brands, Inc.
Form 4
January 05, 2015

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

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Shaw Amanda Link

(Last) (First) (Middle)

2202 NORTH WEST SHORE
BOULEVARD, SUITE 500

(Street)

TAMPA, FL 33607

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
Bloomin' Brands, Inc. [BLMN]

3. Date of Earliest Transaction
(Month/Day/Year)
12/31/2014

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director _____ 10% Owner
____X____ Officer (give title _____ Other (specify
below) below)
SVP, CAO & Int'l Finance

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ 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 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
Common Stock	12/31/2014		M ⁽¹⁾		7,973	A	\$ 6.5
							23,753
Common Stock	12/31/2014		S ⁽¹⁾		7,973	D	\$ 25.01
							15,780 ⁽²⁾
							D

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

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information contained in this form are not
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(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 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 of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Restricted Stock Units	\$ 0					10/01/2015 ⁽³⁾ ⁽⁴⁾	Common Stock 10,000
Stock Option (right to buy)	\$ 6.5	12/31/2014		M ⁽¹⁾	7,973	⁽⁵⁾ 04/06/2020	Common Stock 7,973
Stock Option (right to buy)	\$ 10.03					⁽⁶⁾ 12/16/2021	Common Stock 20,000
Stock Option (right to buy)	\$ 17.4					⁽⁷⁾ 02/26/2023	Common Stock 9,063
Stock Option (right to buy)	\$ 22.76					⁽⁸⁾ 09/03/2023	Common Stock 50,000
Stock Option (right to buy)	\$ 25.32					⁽⁹⁾ 02/27/2024	Common Stock 12,160

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Shaw Amanda Link 2202 NORTH WEST SHORE BOULEVARD SUITE 500 TAMPA, FL 33607	SVP, CAO & Int'l Finance

Signatures

Kelly Lefferts, as
Attorney-in-Fact

01/05/2015

__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) This transaction was effected by the reporting person pursuant to a Rule 10b5-1 trading plan.
- (2) Certain of these shares represent restricted stock issued under a Bloomin' Brands, Inc. stock plan and are subject to a risk of forfeiture. Of such shares, 5,000 continue to be subject to forfeiture under that plan as of the date of this filing.
- (3) These restricted stock units vest in four equal annual installments beginning on October 1, 2015.
- (4) This field is not applicable.
- (5) This stock option is a replacement stock option and is fully vested.
- (6) This stock option vests in five equal annual installments beginning on December 16, 2012.
- (7) This stock option vests in four equal annual installments beginning on February 26, 2014.
- (8) This stock option vests in four equal annual installments beginning on August 7, 2014.
- (9) This stock option vests in four equal annual installments beginning on February 27, 2015.

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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