

YUM BRANDS INC
Form 4
May 04, 2016

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Creed Greg

(Last) (First) (Middle)
1441 GARDINER LANE
(Street)

LOUISVILLE, KY 402143

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
YUM BRANDS INC [YUM]

3. Date of Earliest Transaction
(Month/Day/Year)
05/03/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Code V Amount (D) Price | | |

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 | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of Derivative Securities | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|------------------------------------|--|---|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|------------------------------------|--|---|

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| (Instr. 3) | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|------------------|------------------------------------|------------------|------------|---|------|---|-----|-----|---------------------|--------------------|-----------------|----------------------------------|
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 34.4423 | | | | | <u>(2)</u> | <u>(3)</u> | Common Stock | 34.4423 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 19.8652 | | | | | <u>(2)</u> | <u>(3)</u> | Common Stock | 19.8652 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 46.5373 | | | | | <u>(2)</u> | <u>(3)</u> | Common Stock | 46.5373 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 125.2545 | | | | | <u>(2)</u> | <u>(4)</u> | Common Stock | 125.2545 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 30.2677 | | | | | <u>(2)</u> | <u>(3)</u> | Common Stock | 30.2677 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 291.3647 | | | | | <u>(5)</u> | <u>(4)</u> | Common Stock | 291.3647 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 39.6772 | | | | | <u>(2)</u> | <u>(3)</u> | Common Stock | 39.6772 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 314.8287 | | | | | <u>(5)</u> | <u>(4)</u> | Common Stock | 314.8287 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 1.6884 | | | | | <u>(2)</u> | <u>(3)</u> | Common Stock | 1.6884 |
| Phantom Stock | <u>(1)</u> | 05/03/2016 | P | 13.4124 | | | | | <u>(5)</u> | <u>(4)</u> | Common Stock | 13.4124 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| Creed Greg 1441 GARDINER LANE LOUISVILLE, KY 402143 | X | | CEO | |

Signatures

/s/ M. Gayle
Hobson, POA 05/04/2016

__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) Conversion occurs on a one-for-one basis.
- (2) Payments are made in accordance with elections on file.
- (3) The Program does not have specified expiration dates.
- (4) The YUM! Brands, Inc. Executive Income Deferral Program does not have specified expiration dates.
- (5) Phantom Exercise Date

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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