

George Kevin B
 Form 3
 October 06, 2011

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â George Kevin B		(Month/Day/Year)	BEAM INC [NYSE: BEAM]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
BEAM INC.,Â 510 LAKE COOK ROAD		10/03/2011	(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
DEERFIELD,Â ILÂ 60015			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below)	(specify below)
			SVP & Chief Marketing Officer	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

(Instr. 5)

Employee Stock Option (Right to Buy) ⁽¹⁾	Â ⁽²⁾	09/30/2016	Beam Inc. Common Stock	19,999	\$ 42.98	D	Â
Employee Stock Option (Right to Buy) ⁽¹⁾	Â ⁽³⁾	02/22/2017	Beam Inc. Common Stock	26,666	\$ 43.67	D	Â
Employee Stock Option (Right to Buy) ⁽¹⁾	Â ⁽⁴⁾	02/22/2021	Beam Inc. Common Stock	20,000	\$ 61.54	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
George Kevin B BEAM INC. 510 LAKE COOK ROAD DEERFIELD, IL 60015	Â	Â	Â SVP & Chief Marketing Officer	Â

Signatures

Todd M. Bloomquist, as Attorney-in-Fact for Kevin B.
George

10/06/2011

**Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

As a result of the Issuer's spin-off of Fortune Brands Home & Security, Inc. on October 3, 2011, these securities are subject to an intrinsic value adjustment as described in the Issuer's Long-Term Incentive Plans and the Employee Matters Agreement dated as of September 28, 2011.

(1) The options vested as to 10,000 shares on September 30, 2011 and will vest as to the remaining 9,999 shares on September 30, 2012.

(3) The options vest in two equal annual installments beginning on February 22, 2012.

(4) The options vest in three equal annual installments beginning on February 22, 2012.

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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