

BROWN OWSLEY II

Form 4

August 09, 2010

**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  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**BROWN OWSLEY II**

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)  
**08/05/2010**

\_\_\_\_ Director \_\_\_\_X\_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

**LOUISVILLE, KY 40210**

(City) (State) (Zip)

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

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of Indirect<br>Beneficial Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------|
| Class A<br>Common                     |                                         |                                                             |                                      | (A)<br>or<br>(D)                                                        | 118,517                                                                                                            | D                                                                       |                                                             |
| Class A<br>Common                     |                                         |                                                             |                                      |                                                                         | 200,032                                                                                                            | I                                                                       | Breeze Hill LP                                              |
| Class A<br>Common                     |                                         |                                                             |                                      |                                                                         | 336,517                                                                                                            | I                                                                       | GRAT 1994                                                   |
| Class A<br>Common                     |                                         |                                                             |                                      |                                                                         | 21,457                                                                                                             | I                                                                       | GRAT 2001                                                   |
| Class A<br>Common                     |                                         |                                                             |                                      |                                                                         | 99,964                                                                                                             | I                                                                       | Longview LP                                                 |

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|                   |            |   |        |   |             |            |   |                                                    |
|-------------------|------------|---|--------|---|-------------|------------|---|----------------------------------------------------|
| Class A<br>Common |            |   |        |   |             | 529,610    | I | Poplar Terrace<br>LP                               |
| Class A<br>Common |            |   |        |   |             | 1,612      | I | Guilford-Brown<br>LP                               |
| Class A<br>Common |            |   |        |   |             | 3,789      | I | Nectar LP                                          |
| Class A<br>Common |            |   |        |   |             | 438,009    | I | Ganymede LP                                        |
| Class A<br>Common |            |   |        |   |             | 2,113,839  | I | Olympus Three,<br>LLC                              |
| Class A<br>Common |            |   |        |   |             | 173,579    | I | Spouse                                             |
| Class B<br>Common | 08/05/2010 | M | 40,112 | A | \$<br>26.67 | 92,345     | D |                                                    |
| Class B<br>Common | 08/05/2010 | F | 25,859 | D | \$<br>64.52 | 66,486     | D |                                                    |
| Class B<br>Common |            |   |        |   |             | 53,174     | I | Breeze Hill LP                                     |
| Class B<br>Common |            |   |        |   |             | 84,129     | I | GRAT 1994                                          |
| Class B<br>Common |            |   |        |   |             | 0          | I | GRAT 2001                                          |
| Class B<br>Common |            |   |        |   |             | 26,298     | I | Equal Shares<br>2006, LP                           |
| Class B<br>Common |            |   |        |   |             | 43,499     | I | Longview, LP                                       |
| Class B<br>Common |            |   |        |   |             | 141,901    | I | Poplar Terrace<br>LP                               |
| Class B<br>Common |            |   |        |   |             | 947        | I | Nectar                                             |
| Class B<br>Common |            |   |        |   |             | 433,236.25 | I | Hebe, LP                                           |
| Class B<br>Common |            |   |        |   |             | 3,171      | I | Hebe<br>Non-Exempt<br>Trust fbo Owsley<br>Brown II |
| Class B<br>Common |            |   |        |   |             | 1,092      | I | Hebe Exempt<br>Trust fbo Owsley<br>Brown II        |
| Class B<br>Common |            |   |        |   |             | 1,276,190  | I | GANYMO<br>Trust/Partnership                        |

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|                   |           |   |                       |
|-------------------|-----------|---|-----------------------|
| Class B<br>Common | 4,070,186 | I | Olympus Three,<br>LLC |
| Class B<br>Common | 43,270    | I | Spouse                |

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

**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.**

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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount<br>Underlying Security<br>(Instr. 3 and 4) | 8. An<br>Nu<br>Sh |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|-------------------|
| Non_Qualified<br>Stock Option<br>(right to buy)     | \$ 26.67                                                              | 08/05/2010                              |                                                             | M                                       | 40,112                                                                                                       | 05/01/2004 04/30/2011                                          | Class B<br>Common                                              | 8                 |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 25.06                                                              |                                         |                                                             |                                         |                                                                                                              | 05/01/2005 04/30/2012                                          | Class B<br>Common                                              | 10                |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 30.62                                                              |                                         |                                                             |                                         |                                                                                                              | 05/01/2006 04/30/2013                                          | Class B<br>Common                                              | 10                |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 36.35                                                              |                                         |                                                             |                                         |                                                                                                              | 05/01/2007 04/30/2014                                          | Class B<br>Common                                              | 8                 |
| Stock<br>Appreciation<br>Right                      | \$ 54.4                                                               |                                         |                                                             |                                         |                                                                                                              | 11/15/2007 04/30/2017                                          | Class B<br>Common                                              | 3                 |

## Reporting Owners

| Reporting Owner Name / Address       | Relationships |           |         |       |
|--------------------------------------|---------------|-----------|---------|-------|
|                                      | Director      | 10% Owner | Officer | Other |
| BROWN OWSLEY II<br>850 DIXIE HIGHWAY |               | X         |         |       |

LOUISVILLE, KY 40210

## Signatures

Diane M. Barhorst, Atty In Fact for: Owsley  
Brown II

08/09/2010

\_\_\_\_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).

### Remarks:

Filing of this form should not be construed as an admission that the filing person is, for purposes of Section 16 of the Securities

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.