

Brown George Garvin IV  
 Form 4  
 October 12, 2010

**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 \*  
 Brown George Garvin IV

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)

3. Date of Earliest Transaction (Month/Day/Year)  
 10/11/2010

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

850 DIXIE HWY  
 (Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

LOUISVILLE, KY 40210  
 (City) (State) (Zip)

**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 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  |   |  |   |
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price   |
| Class A Common                  |                                      |  |                                |   | 381,811   | I  | George Garvin Brown III Trust UW                      |
| Class A Common                  |                                      |  |                                |   | 2,642,357   | I  | CBGB LLC  |
| Class A Common                  |                                      |  |                                |   | 38,447  | I  | Trust u/a FBO Geo. Garvin Brown IV                    |
|                                 |                                      |  |                                |   | 1,108.5 <sup>(1)</sup>  | D  |   |

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|                   |            |  |                  |       |   |                                |         |   |   |
|-------------------|------------|--|------------------|-------|---|--------------------------------|---------|---|---|
| Class B<br>Common |            |  |                  |       |   |                                |         |   |   |
| Class B<br>Common |            |  |                  |       |   | 5,992.47 <sup>(2)</sup>        | I       |   | By 401(k)<br>Plan                           |
| Class B<br>Common |            |  |                  |       |   | 95,452                         | I       |   | George<br>Garvin<br>Brown III<br>Trust UW   |
| Class B<br>Common | 10/11/2010 |  | S <sup>(3)</sup> | 8,596 | D | \$<br>61.098<br><sup>(4)</sup> | 360,589 | I | CBGB,<br>LLC                                |
| Class B<br>Common |            |  |                  |       |   |                                | 9,987   | I | Trust u/a<br>FBO Geo.<br>Garvin<br>Brown IV |

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) | 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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  |                                |   | Date Exercisable      Expiration Date                    | Title      Amount or Number of Shares                         |
| Non-Qualified Stock Option (right to buy)  | \$ 25.06   |                                      |  |                                |   | 05/01/2005      04/30/2012                               | Class B Common      808                                       |
| Non-Qualified Stock Option (right to buy)  | \$ 30.62   |                                      |  |                                |   | 05/01/2006      04/30/2013                               | Class B Common      1,162                                     |
| Non-Qualified Stock Option                 | \$ 36.35   |                                      |  |                                |   | 05/01/2007      04/30/2014                               | Class B Common      1,910                                     |

(right to buy)

|                                |          |            |            |                   |       |
|--------------------------------|----------|------------|------------|-------------------|-------|
| Stock<br>Appreciation<br>Right | \$ 46.19 | 05/01/2008 | 04/30/2015 | Class B<br>Common | 660   |
| Stock<br>Appreciation<br>Right | \$ 56.5  | 05/01/2009 | 04/30/2016 | Class B<br>Common | 907   |
| Stock<br>Appreciation<br>Right | \$ 54.58 | 05/01/2010 | 04/30/2017 | Class B<br>Common | 1,038 |
| Stock<br>Appreciation<br>Right | \$ 57.4  | 05/01/2011 | 07/24/2018 | Class B<br>Common | 953   |
| Stock<br>Appreciation<br>Right | \$ 43.72 | 05/01/2012 | 04/30/2019 | Class B<br>Common | 2,915 |
| Restricted<br>Stock Unit       | (5)      | (6)        | (6)        | Class B<br>Common | 545   |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| Brown George Garvin IV<br>850 DIXIE HWY<br>LOUISVILLE, KY 40210 | X             |           |         |       |

## Signatures

Diane M. Barhorst, Atty. in Fact for George Garvin  
Brown IV 10/12/2010

\_\_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).
- (1) Includes shares held under the Brown-Forman Dividend Reinvestment Plan as of October 6, 2010.
- (2) Held in 401(k) plan as of October 5, 2010.
- (3) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the selling entity on April 15, 2010 and described in a Form 8-K filed by Brown-Forman Corporation with the SEC on April 16, 2010.  
Price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$61.02 to \$61.14,
- (4) inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the SEC, upon request, full information regarding the number of shares purchased at each separate price within this range.
- (5) Each restricted stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.
- (6) The restricted stock units vest April 30, 2014.

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