

WELCH JAMES S JR
 Form 4
 October 14, 2010

FORM 4

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

OMB APPROVAL

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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 *
WELCH JAMES S JR

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)
10/13/2010

Director 10% Owner
 Officer (give title below) Other (specify below)
Vice Chairman Strategy and HR

LOUISVILLE, KY 40210

(City) (State) (Zip)

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

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | Code V | Amount (A) or (D) Price | | |
| Class A Common | | | | | 12,451 | D | |
| Class B Comon | 10/13/2010 | | M | 9,492 A | \$ 26.67 18,767 | D | |
| Class B Common | 10/13/2010 | | F | 6,469 D | \$ 61.45 12,298 | D | |
| Class B Common | 10/13/2010 | | S | 3,023 D | \$ 62.15 9,275 | D | |

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

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(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 Security (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------|---|----------------------------|
| | | | | | | Date Exercisable | Expiration Date | | |
| Non-Qualified Stock Option (right to buy) | \$ 26.67 | 10/13/2010 | | M | 9,492 | 05/01/2004 | 04/30/2011 | Class B Common | 9,492 |
| Non-Qualified Stock Option (right to buy) | \$ 25.06 | | | | | 05/01/2005 | 04/30/2012 | Class B Common | 9,600 |
| Non-Qualified Stock Option (right to buy) | \$ 36.35 | | | | | 05/01/2007 | 04/30/2014 | Class B Common | 15,700 |
| Stock Appreciation Rights | \$ 46.19 | | | | | 05/01/2008 | 04/30/2015 | Class B Common | 14,500 |
| Stock Appreciation Right | \$ 56.5 | | | | | 05/01/2009 | 04/30/2016 | Class B Common | 8,300 |
| Stock Appreciation Right | \$ 54.58 | | | | | 05/01/2010 | 04/30/2017 | Class B Common | 14,800 |
| Stock Appreciation Right | \$ 57.4 | | | | | 05/01/2011 | 04/30/2018 | Class B Common | 13,500 |
| Stock Appreciation Right | \$ 43.72 | | | | | 05/01/2012 | 04/30/2019 | Class B Common | 19,400 |
| Stock Appreciation Right | \$ 62.13 | | | | | 05/01/2013 | 04/30/2020 | Class B Common | 19,400 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| WELCH JAMES S JR 850 DIXIE HIGHWAY LOUISVILLE, KY 40210 | X | | Vice Chairman Strategy and HR | |

Signatures

Diane M. Barhorst, Atty. in Fact for: James S. Welch, Jr. 10/14/2010

__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) Price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$62.09 to \$62.22, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares purchased at each separate price within this range.

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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