

Brown George Garvin IV
Form 4
July 26, 2010

FORM 4

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

OMB APPROVAL

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

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)
07/22/2010

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 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
					1,103.15 ⁽¹⁾	D	

Edgar Filing: Brown George Garvin IV - Form 4

Class B Common							
Class B Common				5,960.9 ⁽²⁾	I		By 401(k) Plan
Class B Common				95,452	I		George Garvin Brown III Trust UW
Class B Common				597,950	I		CBGB, LLC
Class B Common				9,987	I		Trust u/a FBO Geo. Garvin Brown IV

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 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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
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 (right to buy)	\$ 36.35					05/01/2007	04/30/2014	Class B Common	1,910

Edgar Filing: Brown George Garvin IV - Form 4

Stock Appreciation Right	\$ 46.19					05/01/2008	04/30/2015	Class B Common	660
Stock Appreciation Right	\$ 56.5					05/01/2009	04/30/2016	Class B Common	907
Stock Appreciation Right	\$ 54.58					05/01/2010	04/30/2017	Class B Common	1,038
Stock Appreciation Right	\$ 57.4					05/01/2011	07/24/2018	Class B Common	953
Stock Appreciation Right	\$ 43.72					05/01/2012	04/30/2019	Class B Common	2,915
Restricted Stock Unit	(3)	07/22/2010	A	545		(4)	(4)	Class B Common	545

Reporting Owners

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

Signatures

Diane M. Barhorst, Atty. in Fact for George Garvin Brown IV 07/26/2010

__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 July 23, 2010.
- (2) Held in 401(k) plan as of July 26, 2010.
- (3) Each restricted stock unit represents a contingent right to receive one share of Brown-Forman Class B common stock.
- (4) The restricted stock units vest April 30, 2014.

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.