

Holland Augusta Brown
Form 4
July 11, 2012

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 *
Holland Augusta Brown

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 HWY
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
07/09/2012

____ Director
____ Officer (give title below)
 10% Owner
____ 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)
 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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Class B Common					77,582	D	
Class B Common					383	I	Spouse
Class B Common					1,320	I	Owsley Brown II IRA
Class B Common					26,298	I	CLB Grandchildren Eq. Tr.
Class B Common					8,597	I	Eleanor Lee Trusts

Edgar Filing: Holland Augusta Brown - Form 4

Class B Common						364	I	Hebe Exempt Trust
Class B Common	07/09/2012	S	64,617	D	\$ 93.805 <u>(1)</u>	144,960	I	Hebe Three Limited Partnership
Class B Common	07/09/2012	S	1,437	D	\$ 94.64 <u>(2)</u>	143,523	I	Hebe Three Limited Partnership
Class B Common						128,149	I	Hebe Non-Exempt Trust
Class B Common						12,800	I	Longview Charitable LP
Class B Common						4,109	I	Trust fbo Owsley Brown III
Class B Common						607	I	Trust fbo child
Class B Common						168	I	Trust fbo Children
Class B Common						639	I	Holland Family Trust
Class B Common						245	I	Trust fbo Barzun children
Class B Common						3,406	I	Trust fbo Augusta Holland
Class B Common						37,500	I	Cherokee Horatio Ltd.
Class B Common						7,383	I	Birdnest 2006 Ltd.
Class B Common						4,469,094	I	Olympus Three, LLC

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)

