

MORREAU JANE C  
 Form 4  
 July 26, 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 \*  
 MORREAU JANE C

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)  
 07/22/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 SVP, Director Finance

LOUISVILLE 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 (D) Price  |   |  |                                   |
| Class A Common                  |                                      |  |                                |   | 957   | D  |                                   |
| Class B Common                  |                                      |  |                                |   | 35  | D  |                                   |
| Class B Common                  |                                      |  |                                |   | 1,252.53 <sup>(1)</sup>   | D  |                                   |

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

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number.

**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 |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                      | Amount or Number of Shares |
| Non-Qualified Stock Option (right to buy)  | \$ 26.67   |                                      |  |                                |   | 05/01/2004   | 04/30/2011  | Class B Common             | 2,4                        |
| Non-Qualified Stock Option (right to buy)  | \$ 25.06   |                                      |  |                                |   | 05/01/2005   | 04/30/2012  | Class B Common             | 3,1                        |
| Non-Qualified Stock Option (right to buy)  | \$ 30.62   |                                      |  |                                |   | 05/01/2006   | 04/30/2013  | Class B Common             | 3,6                        |
| Non-Qualified Stock Option (right to buy)  | \$ 36.35   |                                      |  |                                |   | 05/01/2007   | 04/30/2014  | Class B Common             | 3,2                        |
| Stock Appreciation Right                   | \$ 46.19   |                                      |  |                                |   | 05/01/2008   | 04/30/2015  | Class B Common             | 2,8                        |
| Stock Appreciation Right                   | \$ 56.5  |                                      |  |                                |   | 07/27/2006   | 04/30/2016  | Class B Common             | 5,1                        |
| Stock Appreciation Right                   | \$ 54.58   |                                      |  |                                |   | 05/01/2010   | 04/30/2017  | Class B Common             | 5,7                        |
| Stock Appreciation Right                   | \$ 57.4  |                                      |  |                                |   | 05/01/2011   | 04/30/2018  | Class B Common             | 4,4                        |
| Stock Appreciation Right                   | \$ 43.72   |                                      |  |                                |   | 05/01/2012   | 04/30/2019  | Class B Common             | 7,0                        |
| Stock Appreciation                         | \$ 62.13   | 07/22/2010                           |  | A                              | 7,786   | 05/01/2013   | 04/30/2020  | Class B Common             | 7,7                        |

Right

## Reporting Owners

| Reporting Owner Name / Address                          | Relationships |           |                       |       |
|---|---------------|-----------|-----------------------|-------|
|   | Director      | 10% Owner | Officer               | Other |
| MORREAU JANE C<br>850 DIXIE HIGHWAY<br>LOUISVILLE 40210 |               |           | SVP, Director Finance |       |

## Signatures

Diane M. Barhorst, Attn in Fact for: Jane C.  
Morreau

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 acquired through the Brown-Forman Corporation Employee Stock Purchase Program as of close of business on July 23, 2010.

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.