

BOUSQUET CHAVANNE PATRICK
 Form 4
 August 01, 2011

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 *
 BOUSQUET CHAVANNE PATRICK

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)
 07/28/2011

Director 10% Owner
 Officer (give title below) 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| | | | | Code | V | Amount | |

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 | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of Derivative | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|-------------------------|--|---|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|-------------------------|--|---|

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| (Instr. 3) | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|---|------------------------------------|------------------|------------|---|------|---|-----|-----|---------------------|--------------------|-------------------|--|
| Non-Qualified Stock Option (Right to Buy) <u>(1)</u> | \$ 44.22 <u>(2)</u> | | | | | | | | 05/26/2005 | 04/30/2014 | Class B Common | 572 <u>(2)</u> |
| Stock Appreciation Right <u>(1)</u> | \$ 45.53 <u>(3)</u> | | | | | | | | 07/28/2005 | 04/30/2015 | Class B Common | 6,592 <u>(3)</u> |
| Stock Appreciation Right <u>(1)</u> | \$ 55.69 <u>(4)</u> | | | | | | | | 07/27/2006 | 04/30/2016 | Class B Common | 5,669 <u>(4)</u> |
| Stock Appreciation Right <u>(1)</u> | \$ 53.8 <u>(5)</u> | | | | | | | | 07/26/2007 | 04/30/2017 | Class B Common | 6,675 <u>(5)</u> |
| Stock Appreciation Right <u>(1)</u> | \$ 56.58 <u>(6)</u> | | | | | | | | 07/24/2008 | 04/30/2018 | Class B Common | 6,358 <u>(6)</u> |
| Stock Appreciation Right <u>(1)</u> | \$ 43.1 <u>(7)</u> | | | | | | | | 07/23/2009 | 04/30/2019 | Class B Common | 7,812 <u>(7)</u> |
| Stock Appreciation Right <u>(1)</u> | \$ 61.24 <u>(8)</u> | | | | | | | | 07/22/2010 | 04/30/2020 | Class B Common | 3,002 <u>(8)</u> |
| Deferred Stock Units | <u>(9)</u> | 07/28/2011 | | | A | | | | <u>(10)</u> | <u>(10)</u> | Class B Common | 812 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| BOUSQUET CHAVANNE PATRICK 850 DIXIE HWY LOUISVILLE, KY 40210 | X | | | |

Signatures

Diane M. Barhorst, Attn in Fact for: Patrick
Bousquet-Chavanne

08/01/2011

__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) All outstanding derivative security amounts and exercise prices were adjusted on December 10, 2010, the record date for the Issuer's December 28, 2010 special cash dividend.
- (2) These non-qualified stock options were previously reported as covering 564 shares at an exercise price of \$44.86, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (3) These stock appreciation rights were previously reported as covering 6,498 shares at an exercise price of \$46.19, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (4) These stock appreciation rights were previously reported as covering 5,588 shares at an exercise price of \$56.50, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (5) These stock appreciation rights were previously reported as covering 6,580 shares at an exercise price of \$54.58, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (6) These stock appreciation rights were previously reported as covering 6,267 shares at an exercise price of \$57.40, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (7) These stock appreciation rights were previously reported as covering 7,700 shares at an exercise price of \$43.72, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (8) These stock appreciation rights were previously reported as covering 2,959 shares at an exercise price of \$62.13, but were adjusted to reflect the December 28, 2010 special cash dividend.
- (9) Under the Brown-Forman Corporation Non-Employee Director Deferred Stock Unit Program each DSU represents the right to receive one share of the Company's Class B common stock. Grants made on July 28, 2011, were based on the closing price of the Company's Class B common stock on that date (\$73.95). On each dividend payment date, participants are credited with DSU equivalents.
- (10) Annual grants of DSUs vest over the course of the Board year. DSUs are paid out in class B common stock on the first February 1 that is at least six months following the Director's termination from Board service.

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.