

BROWN FORMAN CORP
Form 4
January 10, 2007

FORM 4

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

OMB APPROVAL

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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 *
MAYER RICHARD P

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)

Director 10% Owner
 Officer (give title below) Other (specify below)

850 DIXIE HIGHWAY

01/09/2007

(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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount or Price | | |
| Class A Common | | | | | 6,000 | D | |
| Class B Common | 01/09/2007 | | M | | 764 A \$ 24.56 | 6,764 | D |
| Class B Common | 01/09/2007 | | F | | 290 D \$ 64.9 | 6,474 | D |
| Class B Common | 01/09/2007 | | M | | 1,788 A \$ 30.63 | 8,262 | D |
| Class B Common | 01/09/2007 | | F | | 844 D \$ 64.9 | 7,418 | D |

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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 |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Non-Qualified Stock Option (right to buy) | \$ 24.56 | 01/09/2007 | | M | 764 | 05/01/2000 04/30/2007 | Class B Common | 764 |
| Non-Qualified Stock Option (right to buy) | \$ 30.63 | 01/09/2007 | | M | 1,788 | 05/01/2001 04/30/2008 | Class B Common | 1,788 |
| Non-Qualified Stock Option (right to buy) | \$ 31.13 | | | | | 07/28/1999 04/30/2009 | Class B Common | 2,200 |
| Non-Qualified Stock Option (right to buy) | \$ 25.22 | | | | | 05/01/2003 04/30/2010 | Class B Common | 3,500 |
| Non-Qualified Stock Option (right to buy) | \$ 34.17 | | | | | 07/31/2001 04/30/2011 | Class B Common | 2,500 |
| Non-Qualified Stock Option (right to buy) | \$ 32.11 | | | | | 05/01/2002 04/30/2012 | Class B Common | 3,100 |
| Non-Qualified Stock Option (right to buy) | \$ 39.23 | | | | | 05/01/2003 04/30/2013 | Class B Common | 3,000 |
| Non-Qualified Stock Option (right to buy) | \$ 46.58 | | | | | 07/22/2004 04/30/2014 | Class B Common | 2,300 |
| | \$ 59.18 | | | | | 07/28/2005 04/30/2015 | | 2,700 |

Stock
Appreciation
Right

Class B
Common

Stock
Appreciation \$ 72.4
Right

07/27/2006 04/30/2016 Class B
Common 2,3

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| MAYER RICHARD P 850 DIXIE HIGHWAY LOUISVILLE, KY 40210 | X | | | |

Signatures

Nelea A. Absher, Attn. in Fact for: Richard P.
Mayer 01/10/2007

__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).

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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