

MORREAU JANE C  
Form 4  
January 03, 2013

**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 \*  
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)  
01/02/2013

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

LOUISVILLE 40210

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

(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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class A Common					3,792 <sup>(2)</sup>	D	
Class B Common	01/02/2013		M		5,963	A	\$ 18.94
Class B Common	01/02/2013		F		3,479	D	\$ 63.25
Class B Common	01/02/2013		S <sup>(1)</sup>		2,484	D	\$ 63.491
Class B Common					2,490.195 <sup>(4)</sup>	I	

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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)	\$ 18.94 (6) (5)	01/02/2013		M	5,963	05/01/2006 04/30/2013	Class B Common	5,963 (4)
Non-Qualified Stock Option (right to buy)	\$ 22.49 (7) (5)					05/01/2007 04/30/2014	Class B Common	5,200 (7)
Stock Appreciation Right	\$ 28.58 (8) (5)					05/01/2008 04/30/2015	Class B Common	4,500 (8)
Stock Appreciation Right	\$ 34.95 (9) (5)					07/27/2006 04/30/2016	Class B Common	8,400 (9)
Stock Appreciation Right	\$ 33.76 (10) (5)					05/01/2010 04/30/2017	Class B Common	9,200 (10)
Stock Appreciation Right	\$ 35.51 (5) (11)					05/01/2011 04/30/2018	Class B Common	7,100 (5)
Stock Appreciation Right	\$ 27.05 (5) (12)					05/01/2012 04/30/2019	Class B Common	11,400 (5)
Stock Appreciation Right	\$ 38.43 (5) (13)					05/01/2013 04/30/2020	Class B Common	12,500 (5)
Stock Appreciation	\$ 46.4 (14)					05/01/2014 04/30/2021	Class B Common	14,300 (5)



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- (13) These stock appreciation rights were previously reported as covering 7,899 shares at an exercise price of \$61.24, but were adjusted to reflect the August 2012 stock split.
- (14) These stock appreciation rights were previously reported as covering 9,013 shares at an exercise price of \$73.95, but were adjusted to reflect the August 2012 stock split.
- (15) These stock appreciation rights were previously reported as covering 6,963 shares at an exercise price of \$93.54, but were adjusted to reflect the August 2012 stock split.

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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