

Deno David J.
Form 4
April 30, 2018

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 *
Deno David J.

2. Issuer Name and Ticker or Trading Symbol
Bloomin' Brands, Inc. [BLMN]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
2202 NORTH WEST SHORE
BLVD, SUITE 500

3. Date of Earliest Transaction (Month/Day/Year)
04/26/2018

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP & CFAO

(Street)
TAMPA, FL 33607

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V Amount (D) Price | | | |
| Common Stock | 04/26/2018 | | M | 34,357 (1) A \$ 14.58 | 49,492 | D | |
| Common Stock | 04/26/2018 | | S | 34,357 (1) D \$ 24.5 | 15,135 | D | |

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

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SEC 1474 (9-02)

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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 Securities (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title Amount or Number of Shares |
| Stock Option (right to buy) | \$ 14.58 | 04/26/2018 | | M | 34,357 <u>(1)</u> | <u>(2)</u> 05/07/2022 | Common Stock 34,357 |
| Restricted Stock Units | \$ 0 <u>(3)</u> | | | | | <u>(4)</u> <u>(5)</u> | Common Stock 18,326 |
| Restricted Stock Units | \$ 0 <u>(3)</u> | | | | | <u>(6)</u> <u>(5)</u> | Common Stock 18,237 |
| Restricted Stock Units | \$ 0 <u>(3)</u> | | | | | <u>(7)</u> <u>(5)</u> | Common Stock 12,135 |
| Stock Option (right to buy) | \$ 24.1 | | | | | <u>(8)</u> 02/23/2028 | Common Stock 42,917 |
| Stock Option (right to buy) | \$ 17.27 | | | | | <u>(9)</u> 02/24/2027 | Common Stock 57,921 |
| Stock Option (right to buy) | \$ 17.15 | | | | | <u>(10)</u> 02/25/2026 | Common Stock 56,577 |
| Stock Option (right to buy) | \$ 25.36 | | | | | <u>(11)</u> 02/26/2025 | Common Stock 55,760 |
| Stock Option (right to buy) | \$ 25.32 | | | | | <u>(2)</u> 02/27/2024 | Common Stock 58,800 |

