

BERG DONALD C
Form 4
July 29, 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 *
BERG DONALD 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)
07/28/2010

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Chief Financial Officer

LOUISVILLE, KY 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)	(A) or (D)	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	Price		
Class A Common						11,960	D	
Class B Common	07/28/2010		M		12,983	A \$ 26.67	21,883	D
Class B Common	07/28/2010		F		8,728	D \$ 64.63	13,155	D
Class B Common	07/28/2010		M		8,000	A \$ 25.06	21,155	D
Class B Common	07/28/2010		F		5,267	D \$ 64.63	15,888	D

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Class B
Common 2,505.8 ⁽¹⁾ I By 401(k)
Plan

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

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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 Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	Am or Num of S
Non-Qualified Stock Option (right to buy)	\$ 26.67	07/28/2010		M	12,983	05/01/2004 04/30/2011	Class B Common	12
Non-Qualified Stock Option (right to buy)	\$ 25.06	07/28/2010		M	8,000	05/01/2005 04/30/2012	Class B Common	8,
Non-Qualified Stock Option (right to buy)	\$ 30.62					05/01/2006 04/30/2013	Class B Common	19
Non-Qualified Stock Option (right to buy)	\$ 36.35					05/01/2007 04/30/2014	Class B Common	15
Stock Appreciation Right	\$ 46.19					05/01/2008 04/30/2015	Class B Common	13
Stock Appreciation Right	\$ 56.5					05/01/2009 04/30/2016	Class B Common	10
Stock Appreciation Right	\$ 54.58					05/01/2010 04/30/2017	Class B Common	11
Stock Appreciation Right	\$ 57.4					05/01/2011 04/30/2018	Class B Common	13

