

BOND INA BROWN

Form 4

March 13, 2012

**FORM 4**
**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
BOND INA BROWN

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)  
05/01/2011

\_\_\_\_ Director \_\_\_\_X\_\_\_\_ 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)  
\_X\_ 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    | (A) or (D) | Price      |                                                                                               |                                                          |                                                       |
| Class A Common                  |                                      |                                                    |                                |                                                                   |           |            |            | 1,909,085                                                                                     | D                                                        |                                                       |
| Class A Common                  |                                      |                                                    |                                |                                                                   |           |            |            | 438,009                                                                                       | I                                                        | Ganymede LP                                           |
| Class A Common                  | 05/01/2011                           |                                                    | W <sup>(1)</sup>               | V                                                                 | 1,304,187 | A          | <u>(1)</u> | 2,060,115                                                                                     | I                                                        | Olympus Four, LLC                                     |
| Class A Common                  | 05/01/2011                           |                                                    | W <sup>(1)</sup>               | V                                                                 | 1,304,187 | D          | <u>(1)</u> | 2,060,115                                                                                     | I                                                        | Olympus Four, LLC                                     |
| Class A Common                  | 03/09/2012                           |                                                    | J <sup>(3)</sup>               |                                                                   | 3,706     | A          | <u>(4)</u> | 2,063,821                                                                                     | I                                                        | Olympus Four, LLC                                     |

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|                   |            |                    |           |   |     |             |   |                                             |
|-------------------|------------|--------------------|-----------|---|-----|-------------|---|---------------------------------------------|
| Class A<br>Common | 09/26/2011 | J <sup>(2)</sup>   | 57.255    | D | (2) | 0           | I | Driftwood<br>Holding,<br>LLC                |
| Class A<br>Common | 09/26/2011 | J <sup>(2)</sup>   | 3,818     | A | (2) | 3,818       | I | Driftwood<br>Holding<br>Four, LLC           |
| Class A<br>Common | 03/09/2012 | J <sup>(3)</sup>   | 3,818     | D | (4) | 0           | I | Driftwood<br>Holding<br>Four, LLC           |
| Class B<br>Common |            |                    |           |   |     | 125,764     | D |                                             |
| Class B<br>Common |            |                    |           |   |     | 1,208,770.5 | I | Ganymede<br>LP                              |
| Class B<br>Common |            |                    |           |   |     | 488,932     | I | Hebe, LP                                    |
| Class B<br>Common |            |                    |           |   |     | 3,171       | I | Hebe<br>Non-Exempt<br>Trust fbo Ina<br>Bond |
| Class B<br>Common |            |                    |           |   |     | 1,092       | I | Hebe Exempt<br>Trust fbo Ina<br>Bond        |
| Class B<br>Common | 05/01/2011 | W <sup>(1)</sup> V | 1,177,747 | A | (1) | 1,860,388   | I | Olympus<br>Four, LLC                        |
| Class B<br>Common | 05/01/2011 | W <sup>(1)</sup> V | 1,177,747 | D | (1) | 1,860,388   | I | Olympus<br>Four, LLC                        |
| Class B<br>Common | 03/09/2012 | J <sup>(3)</sup>   | 3,818     | D | (4) | 1,856,570   | I | Olympus<br>Four , LLC                       |
| Class B<br>Common | 09/26/2011 | J <sup>(2)</sup>   | 14.975    | D | (2) | 0           | I | Driftwood<br>Holding,<br>LLC                |
| Class B<br>Common | 09/26/2011 | J <sup>(2)</sup>   | 998       | A | (2) | 998         | I | Driftwood<br>Holding<br>Four, LLC           |
| Class B<br>Common | 03/09/2012 | J <sup>(3)</sup>   | 3,706     | A | (4) | 4,704       | I | Driftwood<br>Holding<br>Four, LLC           |
| Class B<br>Common |            |                    |           |   |     | 24          | I | Ina Bond<br>Trust B                         |

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**

SEC 1474  
(9-02)

**displays a currently valid OMB control number.**

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Own<br>Follo<br>Repor<br>Trans<br>(Instr |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V (A) (D)                                                                                                          | Date<br>Exercisable                                            | Expiration<br>Date                                                        | Title                                               | Amount<br>or<br>Number<br>of<br>Shares                                      |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships                    |
|-------------------------------------------------------------|----------------------------------|
|                                                             | Director 10% Owner Officer Other |
| BOND INA BROWN<br>850 DIXIE HIGHWAY<br>LOUISVILLE, KY 40210 | X                                |

## Signatures

Diane M. Barhorst, Atty in Fact for: Ina Brown  
Bond 03/13/2012

\_\_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) Represents the transfer of LLC units to the reporting person resulting from the termination of a trust under will in which the reporting person had an interest. The reporting person disclaims beneficial ownership of the LLC's shares except to the extent of her pecuniary interest therein.

(2) Represents dissolution of Driftwood Holding, LLC and contribution of a portion of its shares to Driftwood Holding Four, LLC. The reporting person has elected to report the holdings of Driftwood Holding Four, LLC in the aggregate, but disclaims beneficial ownership of such shares except to the extent of her pecuniary interest therein.

(3) On March 9, 2012, the reporting person exchanged 3,818 Class A shares indirectly held by Driftwood Holding Four, LLC, for an economically equivalent number of Class B shares (3,706) indirectly held by Olympus Four, LLC.

(4) BFA and BFB closing prices as of March 8, 2012 were used to determine approximate economic equivalency. For BFA, \$77.43; for BFB, \$79.76.

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.