

Holland Augusta Brown  
Form 4  
January 14, 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 \*  
Holland Augusta 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 HWY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
07/11/2012

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
 10% Owner  
\_\_\_\_ 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)  
 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	12/24/2012		G	V 61,983 D \$ 0	557,374 <sup>(1)</sup>	D	
Class A Common					2,500 <sup>(2)</sup>	I	Spouse
Class A Common					18,867 <sup>(3)</sup>	I	GRAT
Class A Common					18 <sup>(4)</sup>	I	Eleanor Lee Trusts
Class A Common					316,837 <sup>(5)</sup>	I	Hebe Three Limited Partnership

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Class A Common	12/26/2012	G	V	14,416	A	\$ 0	16,159 <sup>(6)</sup>	I	Trust fbo Owsley Brown III
Class A Common							49,257 <sup>(7)</sup>	I	Longview Charitable LP
Class A Common							3,297 <sup>(8)</sup>	I	Trust fbo child
Class A Common							2,256 <sup>(9)</sup>	I	Trust fbo child
Class A Common							2,256 <sup>(10)</sup>	I	Trust fbo child
Class A Common	12/24/2012	G	V	61,983	A	\$ 0	69,532 <sup>(11)</sup>	I	Trust fbo Children
Class A Common							1,470 <sup>(12)</sup>	I	Trust fbo Barzun children
Class A Common							20,439 <sup>(13)</sup>	I	Trust fbo Augusta Holland
Class A Common							225,000 <sup>(14)</sup>	I	Cherokee Horatio Ltd.
Class A Common							44,301 <sup>(15)</sup>	I	Birdnest 2006 Ltd.
Class A Common							3,330,115 <sup>(17)</sup>	I	Olympus Three, LLC
Class B Common	07/11/2012	W	V	12	A	\$ 0	116,385 <sup>(16)</sup>	D	
Class B Common	12/24/2012	G	V	84,870	D	\$ 0	31,515	D	
Class B Common							574 <sup>(18)</sup>	I	Spouse
Class B Common							1,980 <sup>(19)</sup>	I	Owsley Brown II IRA
Class B Common							39,447 <sup>(20)</sup>	I	CLB Grandchildren Eq. Tr.
Class B Common							12,895 <sup>(21)</sup>	I	Eleanor Lee Trusts
Class B Common							546 <sup>(22)</sup>	I	Hebe Exempt Trust
Class B Common							215,284 <sup>(23)</sup>	I	Hebe Three Limited

Class	Date	W	V	Quantity	D	A	Code	Value	Code	Relationship
Class B Common	08/20/2012	W	V	192,223	D			\$ 0 0 <sup>(24)</sup>	I	Partnership Hebe Non-Exempt Trust
Class B Common	08/20/2012	W	V	64,075	A			\$ 0 64,075	I	Hebe Trust fbo Augusta Holland
Class B Common	12/19/2012	G	V	43,470	D			\$ 0 20,605	I	Hebe Trust fbo Augusta Holland
Class B Common								19,200 <sup>(25)</sup>	I	Longview Charitable LP
Class B Common	12/26/2012	G	V	89,136	A			\$ 0 95,299 <sup>(26)</sup>	I	Trust fbo Owsley Brown III
Class B Common								910 <sup>(27)</sup>	I	Trust fbo child

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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address

**Relationships**

Director 10% Owner Officer Other

Holland Augusta Brown  
850 DIXIE HWY  
LOUISVILLE, KY 40210

X

## Signatures

Diane M. Barhorst, Atty in Fact for Augusta Brown  
Holland

01/14/2013

\_\_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) On August 10, 2012, the Class A and Class B common stock of Brown-Forman Corporation split 3-2, resulting in the reporting person's acquisition of 206,452 additional shares of common stock.
  - (2) Includes additional 833 Class A shares issued in the August 2012 stock split.
  - (3) Includes additional 6289 Class A shares issued in the August 2012 stock split.
  - (4) Includes additional 6 Class A shares issued in the August 2012 stock split.
  - (5) Includes additional 105,612 Class A shares issued in the August 2012 stock split.
  - (6) Includes additional 581 Class A shares issued in the August 2012 stock split.
  - (7) Includes additional 16,419 Class A shares issued in the August 2012 stock split.
  - (8) Includes additional 1,099 Class A shares issued in the August 2012 stock split.
  - (9) Includes additional 752 Class A shares issued in the August 2012 stock split.
  - (10) Includes additional 752 Class A shares issued in the August 2012 stock split.
  - (11) Includes additional 2,516 Class A shares issued in the August 2012 stock split.
  - (12) Includes additional 490 Class A shares issued in the August 2012 stock split.
  - (13) Includes additional 6,813 Class A shares issued in the August 2012 stock split.
  - (14) Includes additional 75,000 Class A shares issued in the August 2012 stock split.
  - (15) Includes additional 14,767 Class A shares issued in the August 2012 stock split.
  - (16) Includes additional 38,795 Class B shares issued in the August 2012 stock split.
  - (17) Includes additional 1,110,038 Class A shares issued in the August 2012 stock split.
  - (18) Includes additional 191 Class B shares issued in the August 2012 stock split.
  - (19) Includes additional 660 Class B shares issued in the August 2012 stock split.
  - (20) Includes additional 13,149 Class B shares issued in the August 2012 stock split.
  - (21) Includes additional 4,298 Class B shares issued in the August 2012 stock split.
  - (22) Includes additional 182 Class B shares issued in the August 2012 stock split.
  - (23) Includes additional 71,761 Class B shares issued in the August 2012 stock split.
  - (24) Includes additional 64,074 Class B shares issued in the August 2012 stock split.
  - (25) Includes additional 6,400 Class B shares issued in the August 2012 stock split.
  - (26) Includes additional 2,054 Class B shares issued in the August 2012 stock split.
  - (27) Includes additional 303 Class B shares issued in 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. 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.