

BROWN FORMAN CORP  
Form 4  
November 02, 2016

**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 \*  
Hamel Matthew E

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)  
10/31/2016

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP, Gen Counsel and Secretary

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)	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 B Common	10/31/2016		M	7,600 A \$ 16.825	13,702 <sup>(1)</sup>	D	
Class B Common	10/31/2016		F	5,197 D \$ 46.03 <sup>(2)</sup>	8,505	D	
Class A Common					22,482 <sup>(3)</sup>	D	
Class A Common					0.1378 <sup>(4)</sup>	I	DRIP
Class B Common					65.2227 <sup>(5)</sup>	I	ESPP

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Class B  
Common 10,847.2805 I By 401k  
(6)

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 Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock Appreciation Right	\$ 16.825 <u>(7)</u>	10/31/2016		M	7,600	05/01/2010 04/30/2017	Class B Common 7,600
Stock Appreciation Right	\$ 17.755 <u>(8)</u>					05/01/2011 04/30/2018	Class B Common 29,290
Stock Appreciation Right	\$ 13.525 <u>(9)</u>					05/01/2012 04/30/2019	Class B Common 59,990
Stock Appreciation Right	\$ 19.215 <u>(10)</u>					05/01/2013 04/30/2020	Class B Common 50,350
Stock Appreciation Right	\$ 23.2 <u>(11)</u>					05/01/2014 04/30/2021	Class B Common 47,880
Stock Appreciation Right	\$ 29.35 <u>(12)</u>					05/01/2015 04/30/2022	Class B Common 44,390
Stock Appreciation Right	\$ 36.21 <u>(13)</u>					05/01/2016 04/30/2023	Class B Common 33,690
Stock Appreciation Right	\$ 45.985 <u>(14)</u>					05/01/2017 04/30/2024	Class B Common 26,440

Right

Stock Appreciation Right	\$ 51.125 <u>(15)</u>	05/01/2018	04/30/2025	Class B Common	30,16
Stock Appreciation Right	\$ 49.005 <u>(16)</u>	05/01/2019	04/30/2026	Class B Common	44,34

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hamel Matthew E 850 DIXIE HIGHWAY LOUISVILLE, KY 40210			EVP, Gen Counsel and Secretary	

## Signatures

Michael E. Carr, Jr., Attorney in Fact for Matthew E.  
Hamel

11/02/2016

\_\_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 18, 2016, the Class A and Class B common stock of Brown-Forman Corporation split 2-1, resulting in the reporting person's acquisition of 2,983 additional shares. Total also updated to correct prior reporting error.
- (2) The closing price of BF-B on October 28, 2016 was used to calculate the withholding obligation.
- (3) Reflects the acquisition of 10,633 additional shares in the August 2016 stock split and the transfer of 1,216 shares on August 23, 2016, from dividend reinvestment holdings to direct holdings.
- (4) Number of shares acquired through the issuer's dividend reinvestment plan as of October 6, 2016, including additional shares issued in the August 2016 stock split. Also updated to reflect the transfer of 1,216 shares on August 23, 2016, from dividend reinvestment holdings to direct holdings.
- (5) Number of shares acquired through the issuer's employee stock purchase program as of October 17, 2016, including additional shares issued in the August 2016 stock split. Total also updated to correct prior reporting error.
- (6) Number of shares acquired through the issuer's 401(k) plan as of October 31, 2016, including additional shares issued in the August 2016 stock split.
- (7) These stock appreciation rights were previously reported as covering 11,359 shares at an exercise price of \$33.65, but were adjusted to reflect the August 2016 stock split.
- (8) These stock appreciation rights were previously reported as covering 14,647 shares at an exercise price of \$35.51, but were adjusted to reflect the August 2016 stock split.
- (9) These stock appreciation rights were previously reported as covering 29,998 shares at an exercise price of \$27.05, but were adjusted to reflect the August 2016 stock split.
- (10) These stock appreciation rights were previously reported as covering 25,177 shares at an exercise price of \$38.43, but were adjusted to reflect the August 2016 stock split.
- (11) These stock appreciation rights were previously reported as covering 23,942 shares at an exercise price of \$46.40, but were adjusted to reflect the August 2016 stock split.

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- (12) These stock appreciation rights were previously reported as covering 22,195 shares at an exercise price of \$58.70, but were adjusted to reflect the August 2016 stock split.
- (13) These stock appreciation rights were previously reported as covering 16,847 shares at an exercise price of \$72.42, but were adjusted to reflect the August 2016 stock split.
- (14) These stock appreciation rights were previously reported as covering 13,222 shares at an exercise price of \$91.97, but were adjusted to reflect the August 2016 stock split.
- (15) These stock appreciation rights were previously reported as covering 15,084 shares at an exercise price of \$102.25, but were adjusted to reflect the August 2016 stock split.
- (16) These stock appreciation rights were previously reported as covering 22,172 shares at an exercise price of \$98.01, but were adjusted to reflect the August 2016 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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