

Scarlett Gregg
Form 4
April 02, 2018

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 *
Scarlett Gregg

(Last) (First) (Middle)

2202 N. WEST SHORE BLVD.

(Street)

TAMPA, FL 33607

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
03/29/2018

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title below) ____ Other (specify below)

EVP&Pres. Outback Steakhouse

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 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 Ownership Indirect Beneficial Ownership (Instr. 4)
Common Stock	03/29/2018		M	(A) or (D) Amount 42,056 (1)	Price \$ 17.8	46,595	D
Common Stock	03/29/2018		S	(A) or (D) Amount 45,846 (1)	\$ 24.23 (2)	749	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)	\$ 17.8	03/29/2018		M	42,056 (1)	(3)	03/01/2026	Common Stock	42,056
Restricted Stock Units	\$ 0 (4)					(5)	(6)	Common Stock	15,789
Restricted Stock Units	\$ 0 (4)					(7)	(6)	Common Stock	15,150
Restricted Stock Units	\$ 0 (4)					(8)	(6)	Common Stock	18,750
Restricted Stock Units	\$ 0 (4)					(9)	(6)	Common Stock	7,281
Restricted Stock Units	\$ 0 (4)					(10)	(6)	Common Stock	6,250
Stock Option (right to buy)	\$ 24.1					(11)	02/23/2028	Common Stock	36,974
Stock Option (right to buy)	\$ 17.27					(12)	02/24/2027	Common Stock	36,090
Stock Option (right to buy)	\$ 17.96					(13)	08/01/2026	Common Stock	100,000
Stock Option	\$ 17.15					(14)	02/25/2026	Common Stock	16,973

(right to
buy)

Stock

Option
(right to
buy)

\$ 24.14

(15)

04/01/2025

Common
Stock

100,000

Stock

Option
(right to
buy)

\$ 25.36

(16)

02/26/2025

Common
Stock

14,706

Stock

Option
(right to
buy)

\$ 25.32

(3)

02/27/2024

Common
Stock

12,166

Stock

Option
(right to
buy)

\$ 18.73

(3)

02/01/2023

Common
Stock

75,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Scarlett Gregg 2202 N. WEST SHORE BLVD. TAMPA, FL 33607			EVP&Pres. Outback Steakhouse	

Signatures

/s/ Kelly Lefferts, as
Attorney-in-Fact

04/02/2018

__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) This transaction was effected by the reporting person pursuant to a Rule 10b5-1 trading plan that was entered into on February 26, 2018.
Price reflected is the weighted-average sale price for shares sold. The shares were sold in multiple transactions, and the range of sale prices for the transactions reported was \$24.070 to \$24.430. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or any staff member of the Securities and Exchange Commission, upon request, information regarding the number of shares sold at each separate price.
- (2) These stock options are fully vested.
- (3) Each restricted stock unit represents the contingent right to receive one share of common stock of the issuer upon vesting of the unit.
- (4) These restricted stock units, in the original grant amount of 15,789, will begin vesting in four equal annual installments on February 23, 2019.
- (5) This field is not applicable.

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- (7) These restricted stock units, in the original grant amount of 20,200, began vesting in four equal annual installments on February 24, 2018.
- (8) These restricted stock units, in the original grant amount of 25,000, began vesting in four equal annual installments on August 1, 2017.
- (9) These restricted stock units, in the original grant amount of 14,562, began vesting in four equal annual installments on February 25, 2017.
- (10) These restricted stock units, in the original grant amount of 25,000, began vesting in four equal annual installments on March 12, 2016.
- (11) These stock options, in the original grant amount of 36,974 will begin vesting in four equal annual installments on February 23, 2019.
- (12) These stock options, in the original grant amount of 48,119, began vesting in four equal annual installments on February 24, 2018.
- (13) These stock options, in the original grant amount of 100,000, began vesting in four equal annual installments on August 1, 2017.
- (14) These stock options, in the original grant amount of 33,946, began vesting in four equal annual installments on February 25, 2017.
- (15) These stock options, in the original grant amount of 100,000, began vesting in four equal annual installments on March 12, 2016.
- (16) These stock options, in the original grant amount of 14,706, began vesting in four equal annual installments on February 26, 2016.

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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