

YUM BRANDS INC
Form 3
January 12, 2016

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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)

| | | | | | |
|---|---|---|---|---|--|
| <p>1. Name and Address of Reporting Person *</p> <p>Â Skeans Tracy L</p> <p>(Last) (First) (Middle)</p> <p>1441 GARDINER LANE</p> <p>(Street)</p> <p>LOUISVILLE,Â KYÂ 40213</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>01/01/2016</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>YUM BRANDS INC [YUM]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>Chief People Officer</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p> |
|---|---|---|---|---|--|

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock | 4,493.1722 | I | 401(k) Holdings |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|--|--|--|--|
| | Date Exercisable | Expiration Date | Title | Amount or Number of | |

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| | | | | Shares | | (I) (Instr. 5) | |
|--------------------------|---------------------------|------------|--------------|------------|----------|-------------------|---|
| Phantom Stock | Â (1) | Â (2) | Common Stock | 1,147.1356 | \$ (3) | D | Â |
| Phantom Stock | Â (1) | Â (2) | Common Stock | 1,694.9324 | \$ (3) | D | Â |
| Phantom Stock | Â (1) | Â (2) | Common Stock | 1,394.9006 | \$ (3) | D | Â |
| Phantom Stock | Â (1) | Â (2) | Common Stock | 464.9669 | \$ (3) | D | Â |
| Stock Appreciation Right | 02/05/2013 | 02/05/2019 | Common Stock | 846 | \$ 29.29 | D | Â |
| Stock Appreciation Right | 02/05/2014 | 02/05/2020 | Common Stock | 1,650 | \$ 32.98 | D | Â |
| Stock Appreciation Right | 02/05/2015 | 02/05/2020 | Common Stock | 6,152 | \$ 32.98 | D | Â |
| Stock Appreciation Right | 09/10/2012 | 09/10/2018 | Common Stock | 1,036 | \$ 38.02 | D | Â |
| Stock Appreciation Right | 02/04/2015 | 02/04/2021 | Common Stock | 2,750 | \$ 49.3 | D | Â |
| Stock Appreciation Right | 02/04/2015 | 02/04/2021 | Common Stock | 4,074 | \$ 49.3 | D | Â |
| Stock Appreciation Right | 02/06/2014 ⁽⁴⁾ | 02/06/2023 | Common Stock | 11,442 | \$ 62.93 | D | Â |
| Stock Appreciation Right | 02/08/2013 ⁽⁴⁾ | 02/08/2022 | Common Stock | 9,186 | \$ 64.44 | D | Â |
| Stock Appreciation Right | 02/05/2015 ⁽⁴⁾ | 02/05/2024 | Common Stock | 11,691 | \$ 70.54 | D | Â |
| Stock Appreciation Right | 02/05/2018 | 02/05/2024 | Common Stock | 13,754 | \$ 70.54 | D | Â |
| Stock Appreciation Right | 02/06/2016 ⁽⁴⁾ | 02/06/2025 | Common Stock | 17,119 | \$ 73.93 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Skeans Tracy L 1441 GARDINER LANE LOUISVILLE, KY 40213 | Â | Â | Â Chief People Officer | Â |

Signatures

/s/ M. Gayle
Hobson, POA

01/12/2016

__Signature of Reporting
Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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) Payments are made in accordance with elections on file.
 - (2) The YUM! Brands, Inc. Executive Income Deferral Program does not have specified expiration dates.
 - (3) Conversion occurs on a one-for-one basis.
 - (4) Vesting occurs 25% per year beginning one year from grant date.

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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