

BROWN FORMAN CORP
Form 4
January 18, 2017

FORM 4

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

OMB APPROVAL

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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 *
Jones Jill Ackerman

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)
01/13/2017

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Executive Vice President

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class B Common	01/13/2017		M		33,518	A	\$ 11.6
Class B Common	01/13/2017		F		23,003	D	\$ 44.17 (2)
Class B Common	01/13/2017		S		10,515	D	\$ 43.9213 (3)
Class B Common	01/13/2017		I		3,566.0275	D	\$ 43.96
Class A Common							11,405.7812 (4)
							41,872 (5)
							73,368 (1)
							50,365
							39,850
							I
							By 401k
							D

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Class A Common	694.4495 ⁽⁶⁾	I	DRIP
Class B Common	629.7865 ⁽⁷⁾	I	ESPP
Class A Common	5,499.3827 ⁽⁷⁾	I	ESPP
Class B Common	90 ⁽⁸⁾	I	Trust fbo Child-1
Class B Common	90 ⁽⁸⁾	I	Trust fbo Child-2

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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Appreciation Right	\$ 23.2 ⁽⁹⁾	01/13/2017		M	33,518	05/01/2014 04/30/2021	Class B Common	33,518	
Stock Appreciation Right	\$ 45.985 ⁽¹⁰⁾					05/01/2017 04/30/2024	Class B Common	20,400	
Stock Appreciation Right	\$ 49.005 ⁽¹¹⁾					05/01/2019 04/30/2026	Class B Common	29,300	
Stock Appreciation Right	\$ 29.35 ⁽¹²⁾					05/01/2015 04/30/2022	Class B Common	22,100	
Stock Appreciation Right	\$ 36.21 ⁽¹³⁾					05/01/2016 04/30/2023	Class B Common	19,500	

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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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