

Holland Augusta Brown  
 Form 4  
 July 03, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

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)  
 06/29/2012

\_\_\_\_ 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
| Class B Common                  |                                      |  |                                |   | 77,582  | D  |   |
| Class B Common                  |                                      |  |                                |   | 383   | I  | Spouse  |
| Class B Common                  |                                      |  |                                |   | 1,320   | I  | Owsley Brown II IRA                                   |
| Class B Common                  |                                      |  |                                |   | 26,298  | I  | CLB Grandchildren Eq. Tr.                             |
| Class B Common                  |                                      |  |                                |   | 8,597   | I  | Eleanor Lee Trusts                                    |

Edgar Filing: Holland Augusta Brown - Form 4

|                   |            |             |         |   |                     |           |   |                                      |
|-------------------|------------|-------------|---------|---|---------------------|-----------|---|--------------------------------------|
| Class B<br>Common |            |             |         |   |                     | 364       | I | Hebe Exempt<br>Trust                 |
| Class B<br>Common | 06/29/2012 | <u>J(1)</u> | 100,230 | D | \$<br>96.975        | 3,887,215 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 06/29/2012 | S           | 65,200  | D | \$<br>97.009<br>(2) | 3,822,015 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 07/02/2012 | S           | 99,210  | D | \$<br>96.933<br>(3) | 3,722,805 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 07/02/2012 | S           | 1,590   | D | \$<br>97.618<br>(4) | 3,721,215 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 07/03/2012 | S           | 28,245  | D | \$<br>96.593<br>(5) | 3,692,970 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common | 07/03/2012 | S           | 755     | D | \$<br>97.039<br>(6) | 3,692,215 | I | Hebe Three<br>Limited<br>Partnership |
| Class B<br>Common |            |             |         |   |                     | 12,800    | I | Longview<br>Charitable LP            |
| Class B<br>Common |            |             |         |   |                     | 4,109     | I | Trust fbo<br>Owsley Brown<br>III     |
| Class B<br>Common |            |             |         |   |                     | 607       | I | Trust fbo child                      |
| Class B<br>Common |            |             |         |   |                     | 168       | I | Trust fbo<br>Children                |
| Class B<br>Common |            |             |         |   |                     | 639       | I | Holland<br>Family Trust              |
| Class B<br>Common |            |             |         |   |                     | 245       | I | Trust fbo<br>Barzun<br>children      |
| Class B<br>Common |            |             |         |   |                     | 3,406     | I | Trust fbo<br>Augusta<br>Holland      |
| Class B<br>Common |            |             |         |   |                     | 37,500    | I | Cherokee<br>Horatio Ltd.             |
| Class B<br>Common |            |             |         |   |                     | 7,383     | I | Birdnest 2006<br>Ltd.                |
| Class B<br>Common | 06/29/2012 | <u>J(1)</u> | 100,230 | A | \$<br>96.975        | 4,469,094 | I | Olympus<br>Three, LLC                |



## Edgar Filing: Holland Augusta Brown - Form 4

at each separate price within the range set forth in footnote (3) to this Form 4.

- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$97.47 to \$97.92, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (4) to this Form 4.

- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$96.00 to \$96.99, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (5) to this Form 4.

- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$97.00 to \$97.14, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (6) to this Form 4.

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.