

YUM BRANDS INC  
Form 4  
May 04, 2005

**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 \*  
**DENO DAVID**

(Last) (First) (Middle)

**YUM BRANDS, INC., 1441  
GARDINER LANE**

(Street)

**LOUISVILLE, KY 40213**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**YUM BRANDS INC [YUM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**05/02/2005**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**COO**

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)
			Code	V	Amount (A) or (D) Price		
Common Stock	05/02/2005	05/02/2005	M		25,661 (1) A \$ 23.4844	27,163	D
Common Stock	05/02/2005	05/02/2005	S		261 (1) D \$ 46.84	26,902	D
Common Stock	05/02/2005	05/02/2005	S		181 (1) D \$ 46.85	26,721	D
Common Stock	05/02/2005	05/02/2005	S		20 (1) D \$ 46.86	26,701	D
Common Stock	05/02/2005	05/02/2005	S		60 (1) D \$ 46.87	26,641	D

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Common Stock	05/02/2005	05/02/2005	S	281 <sup>(1)</sup>	D	\$ 46.88	26,360	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,448</u> <sup>(1)</sup>	D	\$ 46.89	24,912	D
Common Stock	05/02/2005	05/02/2005	S	<u>3,216</u> <sup>(1)</sup>	D	\$ 46.9	21,696	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,468</u> <sup>(1)</sup>	D	\$ 46.91	20,228	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,267</u> <sup>(1)</sup>	D	\$ 46.92	18,961	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,207</u> <sup>(1)</sup>	D	\$ 46.93	17,754	D
Common Stock	05/02/2005	05/02/2005	S	864 <sup>(1)</sup>	D	\$ 46.94	16,890	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,468</u> <sup>(1)</sup>	D	\$ 46.95	15,422	D
Common Stock	05/02/2005	05/02/2005	S	824 <sup>(1)</sup>	D	\$ 46.96	14,598	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,628</u> <sup>(1)</sup>	D	\$ 46.97	12,970	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,769</u> <sup>(1)</sup>	D	\$ 46.98	11,201	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,448</u> <sup>(1)</sup>	D	\$ 46.99	9,753	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,367</u> <sup>(1)</sup>	D	\$ 47	8,386	D
Common Stock	05/02/2005	05/02/2005	S	261 <sup>(1)</sup>	D	\$ 47.01	8,125	D
Common Stock	05/02/2005	05/02/2005	S	281 <sup>(1)</sup>	D	\$ 47.02	7,844	D
Common Stock	05/02/2005	05/02/2005	S	<u>1,065</u> <sup>(1)</sup>	D	\$ 47.03	6,779	D

Common Stock							11,610.66	I	By 401K Plan Trust
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(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
Employee Stock Option (right to buy)	\$ 23.4844	05/02/2005	05/02/2005	M	25,661 <u>(1)</u>	01/21/2003 01/21/2009	Common Stock 25,661

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DENO DAVID YUM BRANDS, INC. 1441 GARDINER LANE LOUISVILLE, KY 40213			COO	

## Signatures

David Deno 05/03/2005  
 \_\_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) Shares exercised and sold pursuant to SEC 10b5-1 plan.

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