

McCallum Mark I
Form 4
March 15, 2013

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
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 *
McCallum Mark I

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)
03/14/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP/Pres Eur Afr Asia Pac TR

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | Code | V | Amount | (A) or (D) | Price |
| Class A Common | | | | | 21,754.5 ⁽¹⁾ | D | |
| Class B Common | 03/14/2013 | 03/14/2013 | M | | 15,844 | A | \$ 18.94 |
| Class B Common | 03/14/2013 | 03/14/2013 | F | | 8,387 | D | \$ 68.48 |
| Class B Common | 03/14/2013 | 03/14/2013 | S | | 7,457 | D | \$ 68.58 ⁽²⁾ |
| Class B Common | | | | | 27 ⁽³⁾ | I | By son |

Edgar Filing: McCallum Mark I - Form 4

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474
(9-02)

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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Non-Qualified Stock Option (right to buy) | \$ 18.94 <u>(4) (14)</u> | 03/14/2013 | | M | 15,844 | 07/24/2003 04/30/2013 | Class B Common | 15 <u>(4)</u> |
| Non-Qualified Stock Option (right to buy) | \$ 22.49 <u>(4) (5)</u> | | | | | 05/01/2007 04/30/2014 | Class B Common | 11 <u>(4)</u> |
| Stock Appreciation Right | \$ 28.58 <u>(4) (6)</u> | | | | | 05/01/2008 04/30/2015 | Class B Common | 16 <u>(4)</u> |
| Stock Appreciation Right | \$ 34.95 <u>(4) (7)</u> | | | | | 07/27/2006 04/30/2016 | Class B Common | 4 <u>(4)</u> |
| Stock Appreciation Right | \$ 33.76 <u>(4) (8)</u> | | | | | 05/01/2010 04/30/2017 | Class B Common | 15 <u>(4)</u> |
| Stock Appreciation Right | \$ 35.51 <u>(4) (9)</u> | | | | | 05/01/2011 04/30/2018 | Class B Common | 14 <u>(4)</u> |
| Stock Appreciation Right | \$ 27.05 <u>(4) (10)</u> | | | | | 05/01/2012 04/30/2019 | Class B Common | 23 <u>(4)</u> |
| Stock Appreciation Right | \$ 38.43 <u>(4) (11)</u> | | | | | 05/01/2013 04/30/2020 | Class B Common | 20 <u>(4)</u> |
| Stock Appreciation Right | \$ 46.4 <u>(12)</u> ⁽⁴⁾ | | | | | 05/01/2014 04/30/2021 | Class B Common | 23 <u>(4)</u> |

Edgar Filing: McCallum Mark I - Form 4

- (14) These stock options were previously reported as covering 9,941 shares at an exercise price of \$30.18, but were adjusted to reflect the August 2012 stock split.

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.