

Keyes Mike J.
Form 3
June 21, 2018

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

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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)

| | | | | |
|---|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| ^ Keyes Mike J. | | (Month/Day/Year) | BROWN FORMAN CORP [BFA, BFB] | |
| (Last) | (First) | (Middle) | 06/15/2018 | |
| 850 DIXIE HWY | | | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | | (Check all applicable) | |
| LOUISVILLE^ 40210 | | | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| (City) | (State) | (Zip) | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| | | | (give title below) (specify below) | <input type="checkbox"/> Form filed by More than One Reporting Person |
| | | | SVP, Chief Corporate Affairs | |

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) |
|---------------------------------|---|--|---|
| Class A Common | 18,818 | D | ^ |
| Class A Common | 4,476.338 | I | ESPP |
| Class B Common | 8,147 | D | ^ |
| Class B Common | 2,237.8292 | I | ESPP |

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 | 3. Title and Amount of Securities Underlying | 4. Conversion | 5. Ownership | 6. Nature of Indirect Beneficial |
|--|---|--|---------------|--------------|----------------------------------|
|--|---|--|---------------|--------------|----------------------------------|

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| | (Month/Day/Year) | | Derivative Security (Instr. 4) | | or Exercise Price of Derivative Security | Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | Ownership (Instr. 5) |
|--------------------------|------------------|-----------------|--------------------------------|----------------------------|--|--|----------------------|
| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | |
| Stock Appreciation Right | 05/01/2013 | 04/30/2020 | Class B Common | 32,067 | \$ 15.088 | D | Â |
| Stock Appreciation Right | 05/01/2014 | 04/30/2021 | Class B Common | 27,105 | \$ 18.217 | D | Â |
| Stock Appreciation Right | 05/01/2015 | 04/30/2022 | Class B Common | 34,994 | \$ 23.047 | D | Â |
| Stock Appreciation Right | 05/01/2016 | 04/30/2023 | Class B Common | 18,668 | \$ 28.433 | D | Â |
| Stock Appreciation Right | 05/01/2017 | 04/30/2024 | Class B Common | 14,572 | \$ 36.109 | D | Â |
| Stock Appreciation Right | 05/01/2018 | 04/30/2025 | Class B Common | 16,372 | \$ 40.145 | D | Â |
| Stock Appreciation Right | 05/01/2019 | 04/30/2026 | Class B Common | 22,458 | \$ 38.481 | D | Â |
| Stock Appreciation Right | 05/01/2020 | 04/30/2027 | Class B Common | 18,943 | \$ 39.757 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Keyes Mike J. 850 DIXIE HWY LOUISVILLE 40210 | Â | Â | Â SVP, Chief Corporate Affairs | Â |

Signatures

Michael E. Carr, Jr., Attorney in Fact for Michael J. Keyes 06/21/2018

__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).

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.