

YUM BRANDS INC  
Form 4  
August 03, 2007

**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 \*  
CAMPBELL CHRISTAIN

(Last) (First) (Middle)

C/O 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)  
08/01/2007

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)  
SVP GC and CFPO

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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	08/01/2007	08/01/2007	M		13,904 (1) \$ 8.3913	33,412	D
Common Stock	08/01/2007	08/01/2007	S		100 (1) \$ 31.76	33,312	D
Common Stock	08/01/2007	08/01/2007	S		1,400 (1) \$ 31.71	31,912	D
Common Stock	08/01/2007	08/01/2007	S		700 (1) \$ 31.68	31,212	D
Common Stock	08/01/2007	08/01/2007	S		2,523 (1) \$ 31.66	28,689	D

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Common Stock	08/01/2007	08/01/2007	S	177 <sup>(1)</sup>	D	\$ 31.65	28,512	D
Common Stock	08/01/2007	08/01/2007	S	1,300 <sup>(1)</sup>	D	\$ 31.64	27,212	D
Common Stock	08/01/2007	08/01/2007	S	300 <sup>(1)</sup>	D	\$ 31.63	26,912	D
Common Stock	08/01/2007	08/01/2007	S	1,000 <sup>(1)</sup>	D	\$ 31.62	25,912	D
Common Stock	08/01/2007	08/01/2007	S	200 <sup>(1)</sup>	D	\$ 31.58	25,712	D
Common Stock	08/01/2007	08/01/2007	S	500 <sup>(1)</sup>	D	\$ 31.57	25,212	D
Common Stock	08/01/2007	08/01/2007	S	300 <sup>(1)</sup>	D	\$ 31.53	24,912	D
Common Stock	08/01/2007	08/01/2007	S	4,000 <sup>(1)</sup>	D	\$ 31.52	20,912	D
Common Stock	08/01/2007	08/01/2007	S	300 <sup>(1)</sup>	D	\$ 31.51	20,612	D
Common Stock	08/01/2007	08/01/2007	S	904 <sup>(1)</sup>	D	\$ 31.47	19,708	D
Common Stock	08/01/2007	08/01/2007	S	200 <sup>(1)</sup>	D	\$ 31.5	19,508	D
Common Stock	08/01/2007	08/01/2007	S	2,000 <sup>(1)</sup>	D	\$ 31.5	17,508	D
Common Stock	08/01/2007	08/01/2007	S	1,108 <sup>(1)</sup>	D	\$ 31.49	16,400	D

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

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(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 Securities (Instr. 3 and 4)
				Code	V (A) (D)		Title

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						Date Exercisable	Expiration Date		Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 8.3913	08/01/2007	08/01/2007	M	13,904 <u>(1)</u>	01/25/2005	01/25/2011	Common Stock	13,904

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CAMPBELL CHRISTAIN C/O YUM! BRANDS, INC. 1441 GARDINER LANE LOUISVILLE, KY 40213			SVP GC and CFPO	

## Signatures

Christian L.  
Campbell

08/02/2007

\*\*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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