

McCallum Mark I
Form 4
August 01, 2011

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 *
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)
07/28/2011

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Executive VP, COO

LOUISVILLE, KY 40210

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

(City) (State) (Zip)

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) Price | | | |
| Class A Common | | | | | 7,727 | D | |
| Class B Common | | | | | 18 | I | By Son |

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

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SEC 1474 (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 Security (Instr. 3 and 4) | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Non-Qualified Stock Option (right to buy) | \$ 30.18 | | | | | 05/01/2009 | 04/30/2013 | Class B Common | 9, |
| Non-Qualified Stock Option (right to buy) | \$ 35.83 | | | | | 05/01/2007 | 04/30/2014 | Class B Common | 6, |
| Stock Appreciation Right | \$ 45.53 | | | | | 05/01/2008 | 04/30/2015 | Class B Common | 10 |
| Stock Appreciation Right | \$ 55.69 | | | | | 07/27/2006 | 04/30/2016 | Class B Common | 2, |
| Stock Appreciation Right | \$ 53.8 | | | | | 05/01/2010 | 04/30/2017 | Class B Common | 10 |
| Stock Appreciation Right | \$ 56.58 | | | | | 05/01/2011 | 04/30/2018 | Class B Common | 9, |
| Stock Appreciation Right | \$ 43.1 | | | | | 05/01/2012 | 04/30/2019 | Class B Common | 14 |
| Stock Appreciation Right | \$ 61.24 | | | | | 05/01/2013 | 04/30/2020 | Class B Common | 12 |
| Stock Appreciation Right ⁽¹⁾ | \$ 73.95 | 07/28/2011 | | A | 14,521 | 05/01/2014 | 04/30/2021 | Class B Common | 14 |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

McCallum Mark I
850 DIXIE HIGHWAY
LOUISVILLE, KY 40210

Executive VP, COO

Signatures

Holli H. Lewis, Atty. in Fact for Mark
McCallum

08/01/2011

__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) No money was paid to or received by the reporting person for this SAR.

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.