

Bloomin' Brands, Inc.  
Form 4  
April 25, 2017

**FORM 4**

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

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Craigie James

(Last) (First) (Middle)

2202 N. WEST SHORE BLVD.,  
SUITE 500

(Street)

TAMPA, FL 33607

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
Bloomin' Brands, Inc. [BLMN]

3. Date of Earliest Transaction  
(Month/Day/Year)  
04/21/2017

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)

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)
Common Stock	04/21/2017		M	1,473 A \$ 0	8,289	D	
Common Stock	04/21/2017		M	1,992 A \$ 0	10,281	D	
Common Stock	04/21/2017		M	1,587 A \$ 0	11,868	D	
Common Stock					4,040	I	By Trust (1)

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

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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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
				Code	V	(A)	(D)	
Restricted Stock Units	\$ 0	04/21/2017		A		5,308	(2) (3) Common Stock	5,308
Restricted Stock Units	\$ 0	04/21/2017		M		1,992	(4) (3) Common Stock	1,992
Restricted Stock Units	\$ 0	04/21/2017		M		1,473	(5) (3) Common Stock	1,473
Restricted Stock Units	\$ 0	04/21/2017		M		1,587	(6) (3) Common Stock	1,587

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

Craigie James  
2202 N. WEST SHORE BLVD., SUITE 500 X  
TAMPA, FL 33607

## Signatures

/s/ Kelly Lefferts, as  
Attorney-in-Fact

04/24/2017

\_\_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).

Represents shares held in trust for the benefit of the Reporting Person's children. The Reporting Person disclaims beneficial ownership of

(1) all such shares except to the extent of his pecuniary interest therein, and inclusion of these shares in this report shall not be deemed an admission of beneficial ownership of such shares for purposes of Section 16 or for any other purpose.

(2) These restricted stock units, in the original grant amount of 5,308, will begin vesting in three equal annual installments immediately prior to the issuer's annual meeting of stockholders in 2018.

(3) This field is not applicable.

(4) These restricted stock units, in the original grant amount of 5,978, began vesting in three equal annual installments on April 21, 2017.

(5) These restricted stock units, in the original grant amount of 4,419, began vesting in three equal annual installments on April 22, 2016.

(6) These restricted stock units, in the original grant amount of 4,760, began vesting in three equal annual installments on April 29, 2015.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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