

HERLIHY DONAGH

Form 4

October 02, 2018

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
Expires: January 31,
2005
Estimated average
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(Print or Type Responses)

1. Name and Address of Reporting Person *
HERLIHY DONAGH

(Last) (First) (Middle)

**2202 NORTH WEST SHORE
BLVD., STE. 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)
10/01/2018

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
____X____ Officer (give title below) ____ Other (specify below)

EVP CIO

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ 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	10/01/2018		M	(A) or (D) Amount 12,500 (1)	\$ 0	12,500	D
Common Stock	10/01/2018		F	(A) or (D) Amount 4,919 (2)	\$ 19.79	7,581	D

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

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information contained in this form are not
required to respond unless the form
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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 Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Restricted Stock Units	\$ 0 ⁽³⁾	10/01/2018		M	12,500 ⁽⁴⁾	⁽⁵⁾ ⁽⁶⁾	Common Stock 12,500
Restricted Stock Units	\$ 0 ⁽³⁾					⁽⁷⁾ ⁽⁶⁾	Common Stock 9,516
Restricted Stock Units	\$ 0 ⁽³⁾					⁽⁸⁾ ⁽⁶⁾	Common Stock 10,101
Restricted Stock Units	\$ 0 ⁽³⁾					⁽⁹⁾ ⁽⁶⁾	Common Stock 6,721
Stock Option (right to buy)	\$ 24.1					⁽¹⁰⁾ 02/23/2028	Common Stock 22,284
Stock Option (right to buy)	\$ 17.27					⁽¹¹⁾ 02/24/2027	Common Stock 24,060
Stock Option (right to buy)	\$ 17.15					⁽¹²⁾ 02/25/2026	Common Stock 15,668
Stock Option (right to buy)	\$ 25.36					⁽¹³⁾ 02/26/2025	Common Stock 26,471
Stock Option (right to buy)	\$ 18.12					⁽¹⁴⁾ 10/01/2024	Common Stock 62,500

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HERLIHY DONAGH 2202 NORTH WEST SHORE BLVD. STE. 500 TAMPA, FL 33607			EVP CIO	

Signatures

/s/Kelly Lefferts, Attorney
in Fact

10/02/2018

__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) These shares of common stock were acquired upon the vesting and settlement of certain restricted stock units.
 - (2) These shares were delivered to the issuer to pay for the applicable withholding tax due upon vesting of certain restricted stock units.
 - (3) Each restricted stock unit represents the contingent right to receive one share of common stock of the issuer upon vesting of the unit.
 - (4) These restricted stock units were surrendered in exchange for shares of common stock of the issuer.
 - (5) These restricted stock units, in the original grant amount of 50,000, began vesting in four equal annual installments on October 1, 2015.
 - (6) This field is not applicable.
 - (7) These restricted stock units, in the original grant amount of 9,516, will begin vesting in four equal annual installments on February 23, 2019.
 - (8) These restricted stock units, in the original grant amount of 13,467, began vesting in four equal annual installments on February 24, 2018.
 - (9) These restricted stock units, in the original grant amount of 13,442, began vesting in four equal annual installments on February 25, 2017.
 - (10) These stock options, in the original grant amount of 22,284 will begin vesting in four equal annual installments on February 23, 2019.
 - (11) These stock options, in the original grant amount of 32,080, began vesting in four equal annual installments on February 24, 2018.
 - (12) These stock options, in the original grant amount of 31,335, began vesting in four equal annual installments on February 25, 2017.
 - (13) These stock options, in the original grant amount of 26,471, began vesting in four equal annual installments on February 26, 2016.
 - (14) These stock options are fully vested.

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.