

BROWN FORMAN CORP
Form 4
January 10, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
MAYER RICHARD P

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)
01/09/2007

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

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)
			Code	V	Amount or Price		
Class A Common					6,000	D	
Class B Common	01/09/2007		M		764 A \$ 24.56	6,764	D
Class B Common	01/09/2007		F		290 D \$ 64.9	6,474	D
Class B Common	01/09/2007		M		1,788 A \$ 30.63	8,262	D
Class B Common	01/09/2007		F		844 D \$ 64.9	7,418	D

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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 Security (Instr. 3 and 4)	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 24.56	01/09/2007		M	764	05/01/2000 04/30/2007	Class B Common	764
Non-Qualified Stock Option (right to buy)	\$ 30.63	01/09/2007		M	1,788	05/01/2001 04/30/2008	Class B Common	1,788
Non-Qualified Stock Option (right to buy)	\$ 31.13					07/28/1999 04/30/2009	Class B Common	2,200
Non-Qualified Stock Option (right to buy)	\$ 25.22					05/01/2003 04/30/2010	Class B Common	3,500
Non-Qualified Stock Option (right to buy)	\$ 34.17					07/31/2001 04/30/2011	Class B Common	2,500
Non-Qualified Stock Option (right to buy)	\$ 32.11					05/01/2002 04/30/2012	Class B Common	3,100
Non-Qualified Stock Option (right to buy)	\$ 39.23					05/01/2003 04/30/2013	Class B Common	3,000
Non-Qualified Stock Option (right to buy)	\$ 46.58					07/22/2004 04/30/2014	Class B Common	2,300
Non-Qualified Stock Option (right to buy)	\$ 59.18					07/28/2005 04/30/2015	Class B Common	2,700

Stock
Appreciation
Right

Class B
Common

Stock
Appreciation \$ 72.4
Right

07/27/2006 04/30/2016 Class B
Common 2,3

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MAYER RICHARD P 850 DIXIE HIGHWAY LOUISVILLE, KY 40210	X			

Signatures

Nelea A. Absher, Attn. in Fact for: Richard P.
Mayer 01/10/2007

__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).

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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