

BROWN FORMAN CORP  
Form 4  
March 21, 2017

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
Brown Owsley III

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)  
03/17/2017

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

LOUISVILLE, KY 40210  
(City) (State) (Zip)

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

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)
				(A) or (D) Code V Amount Price			
Class B Common	01/12/2017		G	V 157,000 D \$ 0	24,546 <sup>(1)</sup>	I	CLB 2012 Trust
Class B Common	03/17/2017		G	V 212,850 D \$ 0	22,270 <sup>(2)</sup>	I	CLB 2012 Trust
Class B Common	03/17/2017		J <sup>(3)</sup>	2,150 D <sup>(3)</sup>	23,640	I	Eleanor Lee Trusts
Class B Common					12,907,116 <sup>(4)</sup>	I	Olympus Three LLC
Class B Common					31,925 <sup>(4)</sup>	I	GRAT #1

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Class B Common	21,283 <sup>(4)</sup>	I	GRAT #2
Class B Common	5,835 <sup>(4)</sup>	D	
Class A Common	644,038	D	
Class B Common	1,124	I	c/f Child-1
Class B Common	1,124	I	c/f Child-2
Class A Common	4,580	I	CLB 2012 Trust
Class A Common	62,984	I	CLB Grandchildren Eq. Tr.
Class B Common	41,610	I	CLB Grandchildren Eq. Tr.
Class A Common	27,644	I	CLB Trust fbo Child-1
Class B Common	20,544	I	CLB Trust fbo Child-1
Class A Common	28,028	I	CLB Trust fbo Child-2
Class B Common	20,640	I	CLB Trust fbo Child-2
Class A Common	42,478	I	CLB Trust fbo Child-3
Class B Common	24,254	I	CLB Trust fbo Child-3
Class A Common	36	I	Eleanor Lee Trusts
Class A Common	103,746	I	GRAT #1
Class A Common	67,292	I	GRAT #2
Class B Common	1,092	I	Hebe Exempt Trust
Class A Common	633,674	I	Hebe Three Limited Partnership

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Class B Common	430,568	I	Hebe Three Limited Partnership
Class A Common	1,770	I	OB2 Marital Trust
Class B Common	404,678	I	OB2 Marital Trust
Class A Common	24	I	OB2 Reverse QTIP Trust
Class B Common	102,896	I	OB2 Reverse QTIP Trust

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Brown Owsley III 850 DIXIE HIGHWAY LOUISVILLE, KY 40210		X		

## Signatures

Michael E. Carr, Attorney in Fact for Owsley  
Brown III

03/21/2017

\_\_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).
- (1) Total has been updated to reflect pro rata distribution of Class B shares made by Olympus Three, LLC on January 12, 2017.
- (2) Total has been updated to reflect pro rata distribution of Class B shares made by Olympus Three, LLC on March 17, 2017.
- (3) On March 17, 2017, the Eleanor Lee Trusts contributed 2,150 Class B shares in exchange for an interest in a limited liability company.
- (4) Total has been updated to reflect pro rata distributions of Class B shares made by Olympus Three, LLC on January 12, 2017 and March 17, 2017.

### Remarks:

The reporting person disclaims beneficial ownership of shares held by entities set forth on this form except to the extent of his

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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