BROWN FORMAN CORP
Form 4
March 21, 2017

FORM 4

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

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

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *
Holland Augusta Brown

(Last) (First) (Middle)

850 DIXIE HIGHWAY

(Street)

LOUISVILLE, KY 40210

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
BROWN FORMAN CORP [BFA, BFB]

3. Date of Earliest Transaction (Month/Day/Year)
03/17/2017

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

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
__X__ Director
_____ Officer (give title below)
__X__ 10% Owner
_____ Other (specify below)

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)
			Code	V	Amount	(A) or (D)	Price			
Class B Common	01/12/2017		G	V	157,000	D	$ 0	24,546 (1)	I	CLB 2012 Trust
Class B Common	03/17/2017		G	V	212,850	D	$ 0	22,270 (2)	I	CLB 2012 Trust
Class B Common	03/17/2017		J(3)		2,150	D	(3)	23,640	I	Eleanor Lee Trusts
Class B Common								12,907,116 (4)	I	Olympus Three LLC
Class B Common								20,007 (4)	I	ABH GRAT 2011

Class B Common	148,235 (4)	D	
Class A Common	1,032,701	D	
Class A Common	482,284	I	ABH GRAT 2007
Class B Common	107,476	I	ABH GRAT 2007
Class A Common	84,308	I	ABH GRAT 2011
Class A Common	5,033	I	By Spouse
Class B Common	4,712	I	By Spouse
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	41,374	I	CLB Trust fbo Child-1
Class B Common	22,668	I	CLB Trust fbo Child-1
Class A Common	43,456	I	CLB Trust fbo Child-2
Class B Common	24,488	I	CLB Trust fbo Child-2
Class A Common	43,456	I	CLB Trust fbo Child-3
Class B Common	24,488	I	CLB Trust fbo Child-3
Class A Common	36	I	Eleanor Lee Trusts
Class B Common	1,092	I	Hebe Exempt Trust
Class A Common	633,674	I	Hebe Three Limited Partnership

Class B Common	430,568	I	Hebe Three Limited Partnership
Class B Common	1,930	I	Holland Family Trust
Class B Common	404,678	I	OB2 Marital Trust
Class A Common	1,770	I	OB2 Martial 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.

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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)		8. Pric Deriva Securi (Instr.
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Deferred Stock Units	(5)							(6)	(6)	Class A Common	3,381.661	
Deferred Stock Units	(7)							(6)	(6)	Class A Common	1,183.28	

Reporting Owners

Reporting Owner Name / Address	Relationships

	Director	10% Owner	Officer	Other
Holland Augusta Brown 850 DIXIE HIGHWAY LOUISVILLE, KY 40210	X	X		

Signatures

Michael E. Carr, Jr., Attorney in Fact for Augusta Brown Holland	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.
(5)	Under the Brown-Forman Corporation Non-Employee Director Deferred Stock Unit Program, each DSU represents the right to receive one share of the Company's Class A common stock. Grants made on July 28, 2016, were based on the closing price of the Company's Class A common stock on that date. On each dividend payment date, participants are credited with DSU equivalents.
(6)	Annual grants of DSUs vest over the course of the Board year. DSUs are paid out in Class A common stock on the first February 1 that is at least six months following the Director's termination from Board service.
(7)	Under the Brown-Forman Non-Employee Director Deferred Stock Unit Program each DSU represents the right to receive one share of the Company's Class A common stock. Grants made on July 23, 2015, were based on the closing price of the Company's Class A common stock on that date. On each dividend payment date, participants are credited with DSU equivalents.

Remarks:

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

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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