Cook John D. Form 4 July 31, 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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

obligations may continue. See Instruction

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(b).

(Last)

1. Name and Address of Reporting Person * Cook John D.

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

BROWN FORMAN CORP [BFA, BFB]

(Check all applicable)

OMB

Number:

Expires:

response...

Estimated average

burden hours per

850 DIXIE HIGHWAY

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

below)

10% Owner Officer (give title Other (specify

OMB APPROVAL

3235-0287

January 31,

2005

0.5

07/27/2017

(Street)

(First)

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

_X__ Director

Applicable Line)

(Instr. 4)

Filed(Month/Day/Year)

X Form filed by One Reporting Person Form filed by More than One Reporting

Person

LOUISVILLE, KY 40210

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)

2. Transaction Date 2A. Deemed (Month/Day/Year)

Execution Date, if

(Month/Day/Year)

(Middle)

3. 4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 3, 4 and 5) (Instr. 8)

5. Amount of Securities Beneficially Owned

6. Ownership 7. Nature of Form: Direct Indirect (D) or Indirect Beneficial Ownership (I)

(Instr. 4)

(A)

Following Reported Transaction(s)

or (Instr. 3 and 4) Code V Amount (D) Price

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 3. Transaction Date 3A. Deemed 5. Number of 6. Date Exercisable and Derivative (Month/Day/Year) Execution Date, if TransactionDerivative Conversion **Expiration Date** Security or Exercise Code Securities Acquired (Month/Day/Year) any

7. Title and A

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	(A) or Disposed of (D) (Instr. 3, 4, and 5)			
				Code V	(A)	D) Date Exercisable	Expiration Date	Title
Deferred Stock Units	(1)	07/27/2017		A	3,539.9924	(2)	(2)	Class A Common
Deferred Stock Units	<u>(4)</u>					<u>(5)</u>	<u>(5)</u>	Class B Common
Stock Appreciation Right	\$ 18.08 (6)					09/25/2008	04/30/2018	Class B Common
Stock Appreciation Right	\$ 13.525 (7)					07/23/2009	04/30/2019	Class B Common
Stock Appreciation Right	\$ 19.215 (8)					07/22/2010	04/30/2020	Class B Common

Reporting Owners

Reporting Owner Name / Address	Relationships					
F-	Director	10% Owner	•	Other		
Cook John D.						
850 DIXIE HIGHWAY	X					
LOUISVILLE, KY 40210						

Signatures

Michael E. Carr, Jr., Attorney in Fact for John D. Cook

**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).
- 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 27, 2017, were based on the closing price of the Company's Class A common stock on that date (\$52.26). On each dividend payment date, participants are credited with DSU equivalents, and the DSU total on this form has been updated to reflect such credits.

07/31/2017

- (2) 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.
- (3) Updated to reflect the August 2016 stock split.
- (4) 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 B common stock. On each dividend payment date, participants are credited with DSU equivalents.

(5)

Reporting Owners 2

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Annual grants of DSUs vest over the course of the Board year. DSUs are paid out in class B common stock on the first February 1 that is at least six months following the Director's termination from Board service.

- (6) These stock appreciation rights were previously reported as covering 4,516 shares at an exercise price of \$36.16, but were adjusted to reflect the August 2016 stock split.
- (7) These stock appreciation rights were previously reported as covering 12,451 shares at an exercise price of \$27.05, but were adjusted to reflect the August 2016 stock split.
- These stock appreciation rights were previously reported as covering 4,785 shares at an exercise price of \$38.43, but were adjusted to reflect the August 2016 stock split.

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.