

Holland Augusta Brown  
 Form 4  
 July 09, 2012

**FORM 4**

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

OMB APPROVAL

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**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 \*  
 Holland Augusta Brown

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 HWY  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 07/05/2012

\_\_\_\_ Director  
 \_\_\_\_ Officer (give title below)  
 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)  
 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)	Price		
Class B Common					77,582	D	
Class B Common					383	I	Spouse
Class B Common					1,320	I	Owsley Brown II IRA
Class B Common					26,298	I	CLB Grandchildren Eq. Tr.
Class B Common					8,597	I	Eleanor Lee Trusts

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Class B Common						364	I	Hebe Exempt Trust
Class B Common	07/05/2012	S	79,006	D	\$ 95.246 (1)	3,485,060	I	Hebe Three Limited Partnership
Class B Common	07/05/2012	S	700	D	\$ 96.287 (2)	3,484,360	I	Hebe Three Limited Partnership
Class B Common	07/06/2012	S	49,731	D	\$ 94.66 (3)	3,434,629	I	Hebe Three Limited Partnership
Class B Common	07/06/2012	S	9,509	D	\$ 95.31 (4)	3,425,120	I	Hebe Three Limited Partnership
Class B Common						128,149	I	Hebe Non-Exempt Trust
Class B Common						12,800	I	Longview Charitable LP
Class B Common						4,109	I	Trust fbo Owsley Brown III
Class B Common						607	I	Trust fbo child
Class B Common						168	I	Trust fbo Children
Class B Common						639	I	Holland Family Trust
Class B Common						245	I	Trust fbo Barzun children
Class B Common						3,406	I	Trust fbo Augusta Holland
Class B Common						37,500	I	Cherokee Horatio Ltd.
Class B Common						7,383	I	Birdnest 2006 Ltd.
Class B Common						4,469,094	I	Olympus Three, LLC

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



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Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (3) to this Form 4.

- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$95.16 to \$95.53, inclusive. The reporting person undertakes to provide to Brown-Forman Corporation, any security holder of Brown-Forman Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote (4) to this Form 4.

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.