

Jones Jill Ackerman
 Form 4
 July 26, 2010

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 *
 Jones Jill Ackerman

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)
 07/22/2010

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 Senior Vice President

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) Code V Amount (D) Price | | | |
| Class A Common | | | | | 2,720 | D | |
| Class A Common | | | | | 1,019.5 ⁽¹⁾ | I | ESPP |
| Class B Common | | | | | 7,646 | D | |
| Class B Common | | | | | 176.65 ⁽¹⁾ | I | ESPP |
| Class B Common | | | | | 3,731.1 ⁽²⁾ | I | 401(k) Plan |

Edgar Filing: Jones Jill Ackerman - Form 4

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 Security (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| | | | | Code V (A) (D) | | Date Exercisable Expiration Date | Title | |
| Non-Qualified stock option (right to buy) | \$ 36.35 | | | | | 05/01/2007 04/30/2014 | Class B Common | 4,2 |
| Stock Appreciation Right | \$ 46.19 | | | | | 05/01/2008 04/30/2015 | Class B Common | 3,6 |
| Stock Appreciation Right | \$ 56.5 | | | | | 05/01/2009 04/30/2016 | Class B Common | 1,9 |
| Stock Appreciation Right | \$ 54.58 | | | | | 05/01/2010 04/30/2017 | Class B Common | 4,0 |
| Stock Appreciation Right | \$ 57.4 | | | | | 05/01/2011 04/30/2018 | Class B Common | 5,3 |
| Stock Appreciation Right | \$ 43.72 | | | | | 05/01/2012 04/30/2019 | Class B Common | 8,5 |
| Stock Appreciation Right | \$ 62.13 | 07/22/2010 | | A | 9,343 | 05/01/2013 04/30/2020 | Class B Common | 9,3 |

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

Edgar Filing: Jones Jill Ackerman - Form 4

Director 10% Owner Officer Other

Jones Jill Ackerman
850 DIXIE HWY
LOUISVILLE, KY 40210

Senior Vice President

Signatures

Diane M. Barhorst, Attorney-in-Fact for Jill A.
Jones

07/26/2010

__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) These are the number of shares acquired through the Brown-Forman Corporation Employee Stock Purchase Program as of close of business on July 23, 2010.
 - (2) Held in 401(k) account as of July 26, 2010.

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.