Jones Jill Ackerman
Form 4
July 30, 2012

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 *
Jones Jill Ackerman

(Last) (First) (Middle)

850 DIXIE HWY

(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)
07/26/2012

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

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
Executive Vice President

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 A Common								5,685	D	
Class A Common								1,328.05 (1)	I	ESPP
Class B Common								11,869	D	
Class B Common								30	I	Trust FBO Child
Class B Common								30	I	Trust FBO Child

Class B Common	185.538 (1)	I	ESPP
Class B Common	4,414.235 (2)	I	401(k) Plan

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 Underlying Securitie (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amoun or Numbe of Shar
Stock Appreciation Right	$ 45.53							05/01/2008	04/30/2015	Class B Common	3,70
Stock Appreciation Right	$ 55.69							05/01/2009	04/30/2016	Class B Common	2,00
Stock Appreciation Right	$ 53.8							05/01/2010	04/30/2017	Class B Common	4,07
Stock Appreciation Right	$ 56.58							05/01/2011	04/30/2018	Class B Common	5,46
Stock Appreciation Right	$ 43.1							05/01/2012	04/30/2019	Class B Common	8,63
Stock Appreciation Right	$ 61.24							05/01/2013	04/30/2020	Class B Common	9,47
Stock Appreciation Right	$ 73.95							05/01/2014	04/30/2021	Class B Common	10,51

Stock Appreciation Right [(3)]	$ 93.54	07/26/2012		A	6,963	05/01/2015	04/30/2022	Class B Common	6,96

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Jones Jill Ackerman 850 DIXIE HWY LOUISVILLE, KY 40210			Executive Vice President	

Signatures

Diane M. Barhorst, Attorney-in-Fact for Jill Ackerman Jones	07/30/2012
**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 26, 2012.

(2) Held in 401(k) account as of July 26, 2012.

(3) No money was paid to or received by the reporting person for this SAR.

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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