

YUM BRANDS INC  
Form 4  
May 04, 2005

**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 \*  
**DENO DAVID**

(Last) (First) (Middle)

**YUM BRANDS, INC., 1441  
GARDINER LANE**

(Street)

**LOUISVILLE, KY 40213**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**YUM BRANDS INC [YUM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**05/02/2005**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**COO**

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |   |
| Common Stock                    | 05/02/2005                           | 05/02/2005   | M                              |   | 25,661 (1) A \$ 23.4844   | 27,163   | D   |
| Common Stock                    | 05/02/2005                           | 05/02/2005   | S                              |   | 261 (1) D \$ 46.84  | 26,902   | D   |
| Common Stock                    | 05/02/2005                           | 05/02/2005   | S                              |   | 181 (1) D \$ 46.85  | 26,721   | D   |
| Common Stock                    | 05/02/2005                           | 05/02/2005   | S                              |   | 20 (1) D \$ 46.86   | 26,701   | D   |
| Common Stock                    | 05/02/2005                           | 05/02/2005   | S                              |   | 60 (1) D \$ 46.87   | 26,641   | D   |

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|              |            |            |   |                             |   |          |           |   |                    |
|--------------|------------|------------|---|-----------------------------|---|----------|-----------|---|--------------------|
| Common Stock | 05/02/2005 | 05/02/2005 | S | 281 <sup>(1)</sup>          | D | \$ 46.88 | 26,360    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,448</u> <sup>(1)</sup> | D | \$ 46.89 | 24,912    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>3,216</u> <sup>(1)</sup> | D | \$ 46.9  | 21,696    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,468</u> <sup>(1)</sup> | D | \$ 46.91 | 20,228    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,267</u> <sup>(1)</sup> | D | \$ 46.92 | 18,961    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,207</u> <sup>(1)</sup> | D | \$ 46.93 | 17,754    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | 864 <sup>(1)</sup>          | D | \$ 46.94 | 16,890    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,468</u> <sup>(1)</sup> | D | \$ 46.95 | 15,422    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | 824 <sup>(1)</sup>          | D | \$ 46.96 | 14,598    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,628</u> <sup>(1)</sup> | D | \$ 46.97 | 12,970    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,769</u> <sup>(1)</sup> | D | \$ 46.98 | 11,201    | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,448</u> <sup>(1)</sup> | D | \$ 46.99 | 9,753     | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,367</u> <sup>(1)</sup> | D | \$ 47    | 8,386     | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | 261 <sup>(1)</sup>          | D | \$ 47.01 | 8,125     | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | 281 <sup>(1)</sup>          | D | \$ 47.02 | 7,844     | D |                    |
| Common Stock | 05/02/2005 | 05/02/2005 | S | <u>1,065</u> <sup>(1)</sup> | D | \$ 47.03 | 6,779     | D |                    |
| Common Stock |            |            |   |                             |   |          | 11,610.66 | I | By 401K Plan 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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------|---|----------------------------|
|  |  |                                      |  |                                |   | Date Exercisable   | Expiration Date |   |                            |
| Employee Stock Option (right to buy)       | \$ 23.4844   | 05/02/2005                           | 05/02/2005   | M                              | 25,661<br><u>(1)</u>  | 01/21/2003   | 01/21/2009      | Common Stock  | 25,661                     |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| DENO DAVID<br>YUM BRANDS, INC.<br>1441 GARDINER LANE<br>LOUISVILLE, KY 40213 |               |           | COO     |       |

## Signatures

David Deno                      05/03/2005

\_\_Signature of                      Date  
Reporting Person

## 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) Shares exercised and sold pursuant to SEC 10b5-1 plan.

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