

Russell David Eric
 Form 3
 February 22, 2011

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â Russell David Eric | | (Month/Day/Year) | YUM BRANDS INC [YUM] | |
| (Last) | (First) | (Middle) | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| | | | | |
| 1441 GARDINER LANE | | | (Check all applicable) | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| (Street) | | | | |
| LOUISVILLE,Â KYÂ 40213 | | | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| (City) | (State) | (Zip) | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input type="checkbox"/> Form filed by More than One Reporting Person |
| | | | (give title below) (specify below) | |
| | | | Vice President, Controller | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock | 888.85 | I | 401(k) Holdings |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
| | Date Exercisable | Expiration Date | Title | Amount or Number of | |

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| | | | | Shares | | (I) (Instr. 5) | |
|--------------------------------------|------------|------------|--------------|------------|------------|-------------------|---|
| Phantom Stock | Â (2) | Â (3) | Common Stock | 324 | \$ (1) | D | Â |
| Phantom Stock | Â (2) | Â (3) | Common Stock | 3,477.1144 | \$ (1) | D | Â |
| Phantom Stock | Â (2) | Â (3) | Common Stock | 4,741.3887 | \$ (1) | D | Â |
| Phantom Stock | 04/01/2013 | Â (3) | Common Stock | 4,998.0122 | \$ (1) | D | Â |
| Employee Stock Option (Right to Buy) | 01/27/2005 | 01/27/2014 | Common Stock | 5,568 | \$ 17.23 | D | Â |
| Employee Stock Option (Right to Buy) | 01/28/2006 | 01/28/2015 | Common Stock | 6,504 | \$ 22.53 | D | Â |
| Employee Stock Option (Right to Buy) | 11/18/2006 | 11/18/2015 | Common Stock | 20,190 | \$ 24.1075 | D | Â |
| Stock Appreciation Right | 02/04/2012 | 02/04/2021 | Common Stock | 13,137 | \$ 49.3 | D | Â |
| Stock Appreciation Right | 02/04/2015 | 02/04/2021 | Common Stock | 10,184 | \$ 49.3 | D | Â |
| Stock Appreciation Right | 01/26/2007 | 01/26/2016 | Common Stock | 6,632 | \$ 24.4675 | D | Â |
| Stock Appreciation Right | 01/19/2008 | 01/19/2017 | Common Stock | 5,816 | \$ 29.61 | D | Â |
| Stock Appreciation Right | 01/24/2009 | 01/24/2018 | Common Stock | 8,032 | \$ 37.3 | D | Â |
| Stock Appreciation Right | 02/05/2010 | 02/10/2019 | Common Stock | 15,393 | \$ 29.29 | D | Â |
| Stock Appreciation Right | 02/05/2011 | 02/05/2020 | Common Stock | 13,053 | \$ 32.98 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Russell David Eric 1441 GARDINER LANE LOUISVILLE, KY 40213 | Â | Â | Â Vice President, Controller | Â |

Signatures

/s/ M. Gayle
Hobson 02/22/2011

__Signature of
Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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) Conversion occurs on a one-for-one basis.
- (2) Phantom Exercise Date
- (3) The Program does not have specified expiration dates.

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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