

BERG DONALD C
Form 4
July 29, 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

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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 *
BERG DONALD C

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 HIGHWAY
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
07/28/2010

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Chief Financial Officer

LOUISVILLE, KY 40210

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

(City) (State) (Zip)

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)	(A) or (D)	5. Amount or Price	6. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	7. Nature of Ownership Indirect Beneficial Ownership (Instr. 4)
Class A Common						11,960	D	
Class B Common	07/28/2010		M	12,983	A	\$ 26.67	21,883	D
Class B Common	07/28/2010		F	8,728	D	\$ 64.63	13,155	D
Class B Common	07/28/2010		M	8,000	A	\$ 25.06	21,155	D
Class B Common	07/28/2010		F	5,267	D	\$ 64.63	15,888	D

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Class B
Common 2,505.8 ⁽¹⁾ I By 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 of Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	Am or Num of S
Non-Qualified Stock Option (right to buy)	\$ 26.67	07/28/2010		M	12,983	05/01/2004 04/30/2011	Class B Common	12
Non-Qualified Stock Option (right to buy)	\$ 25.06	07/28/2010		M	8,000	05/01/2005 04/30/2012	Class B Common	8,
Non-Qualified Stock Option (right to buy)	\$ 30.62					05/01/2006 04/30/2013	Class B Common	19
Non-Qualified Stock Option (right to buy)	\$ 36.35					05/01/2007 04/30/2014	Class B Common	15
Stock Appreciation Right	\$ 46.19					05/01/2008 04/30/2015	Class B Common	13
Stock Appreciation Right	\$ 56.5					05/01/2009 04/30/2016	Class B Common	10
Stock Appreciation Right	\$ 54.58					05/01/2010 04/30/2017	Class B Common	11
Stock Appreciation Right	\$ 57.4					05/01/2011 04/30/2018	Class B Common	13

Stock Appreciation Right	\$ 43.72	05/01/2012	04/30/2019	Class B Common	22
Stock Appreciation Right	\$ 62.13	05/01/2013	04/30/2020	Class B Common	12

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BERG DONALD C 850 DIXIE HIGHWAY LOUISVILLE, KY 40210			Chief Financial Officer	

Signatures

Diane Barhorst, Attorney in Fact for Donald C. Berg	07/29/2010
<small>**Signature of Reporting Person</small>	<small>Date</small>

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) Number of shares the reporting person has acquired under the Brown-Forman 401(k) plan 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.
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