

YUM BRANDS INC  
Form 3  
January 02, 2015

**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 <b>and</b> Ticker or Trading Symbol  |  |
| Â Niccol Brian R                          |         | (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) |
| 1 GLEN BELL WAY                           |         |                                      | (Check all applicable)  |  |
| (Street)                                  |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below)                                     |  |
| IRVINE,Â CAÂ 92618                        |         |                                      | CEO, Taco Bell<br>6. Individual or Joint/Group Filing(Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person |  |
| (City)                                    | (State) | (Zip)                                |   |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock                       | 4,969.49   | I   | By 401(k) Plan   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**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.**

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

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

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|                          |               |            |              | Shares      |          | (I)<br>(Instr. 5) |   |
|--------------------------|---------------|------------|--------------|-------------|----------|-------------------|---|
| Phantom Stock            | Â (1)         | Â (2)      | Common Stock | 16,512.0928 | \$ (3)   | D                 | Â |
| Phantom Stock            | Â (1)         | Â (2)      | Common Stock | 17,165.164  | \$ (3)   | D                 | Â |
| Stock Appreciation Right | 05/20/2015    | 02/05/2020 | Common Stock | 61,232      | \$ 39.64 | D                 | Â |
| Stock Appreciation Right | 02/04/2012(4) | 02/04/2021 | Common Stock | 40,734      | \$ 49.3  | D                 | Â |
| Stock Appreciation Right | 02/06/2014(4) | 02/06/2023 | Common Stock | 37,885      | \$ 62.93 | D                 | Â |
| Stock Appreciation Right | 02/08/2013(4) | 02/08/2022 | Common Stock | 33,102      | \$ 64.44 | D                 | Â |
| Stock Appreciation Right | 05/15/2018    | 05/15/2023 | Common Stock | 36,561      | \$ 69.92 | D                 | Â |
| Stock Appreciation Right | 02/05/2015(4) | 02/05/2024 | Common Stock | 41,260      | \$ 70.54 | D                 | Â |

## Reporting Owners

| Reporting Owner Name / Address                        | Relationships |           |                  |       |
|---|---------------|-----------|------------------|-------|
|   | Director      | 10% Owner | Officer          | Other |
| Niccol Brian R<br>1 GLEN BELL WAY<br>IRVINE, CA 92618 | Â             | Â         | Â CEO, Taco Bell | Â     |

## Signatures

/s/ M. Gayle  
Hobson, POA

01/02/2015

\_\_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) Payments are made in accordance with elections on file.
- (2) The Program does not have specified expiration dates.
- (3) Conversion occurs on a one-for-one basis.
- (4) Vesting occurs on a quarterly basis beginning one year from grant date.

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.