

Hayes John V.
Form 4
May 02, 2019

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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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(Print or Type Responses)

1. Name and Address of Reporting Person *
Hayes John V.

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)
10/10/2018

____ Director ____ 10% Owner
____X____ Officer (give title below) ____ Other (specify below)
SVP/President, USA & Canada

LOUISVILLE, KY 40210

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

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ 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)	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)
Class A Common	04/30/2019		Code V	Amount (1)	(A) or (D) Price (2)		
			F	1,265	\$ 52.3	3,194	D
Class B Common	10/10/2018		G	501 (3)	D \$ 0	1,127	D
Class B Common	04/30/2019		M	33,109	A \$ 10.62	34,236	D
Class B Common	04/30/2019		F	16,122	D \$ 52.98 (4)	18,114	D
Class B Common	04/30/2019		F	317 (5)	D \$ 53.29	17,797	D

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(6)

Class B Common	7,644.7065 (7)	I	By 401k
Class B Common	34.0621 (8)	I	ESPP
Class B Common	14,270.58	I	Hayes Investments LLC
Class B Common	17,329	I	Revocable Trust

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

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(9-02)

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 Security (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Appreciation Right	\$ 10.62	04/30/2019		M		33,109		05/01/2012	04/30/2019	Class B Common	33,109

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Hayes John V. 850 DIXIE HIGHWAY LOUISVILLE, KY 40210	SVP/President, USA & Canada

Signatures

Jaileah X. Huddleston, Attorney in Fact for John V.
Hayes.

05/02/2019

__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) To satisfy withholding obligations associated with the July 23, 2015, award of Class A common stock that vested on April 30, 2019, the reporting person surrendered 1,265 shares of Class A common stock.
- (2) The closing price of BF-A on April 30, 2019 was used to calculate the withholding obligation.
- (3) Reflects the contribution of 501 BF-B to John and Jeannine Hayes Donor Advised Charitable Fund.
- (4) The closing price of BF-B on April 29, 2019 was used to calculate the withholding obligation.
- (5) To satisfy withholding obligations associated with the July 23, 2015, award of Class B common stock that vested on April 30, 2019, the reporting person surrendered 317 shares of Class B common stock.
- (6) The closing price of BF-B on April 30, 2019 was used to calculate the withholding obligation.
- (7) Number of shares acquired through the issuer's 401(k) plan as of April 30, 2019.
- (8) Number of shares acquired through the issuer's employee stock purchase program as of April 30, 2019.

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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