

Keyes Mike J.  
Form 3  
June 21, 2018

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

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**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	
Keyes Mike J.		(Month/Day/Year)	BROWN FORMAN CORP [BFA, BFB]	
(Last)	(First)	(Middle)	06/15/2018	
850 DIXIE HWY			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
LOUISVILLE			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
40210			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below)	(specify below)
			SVP, Chief Corporate Affairs	
				6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

**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)
Class A Common	18,818	D	^
Class A Common	4,476.338	I	ESPP
Class B Common	8,147	D	^
Class B Common	2,237.8292	I	ESPP

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 (Instr. 4)	2. Date Exercisable and Expiration Date	3. Title and Amount of Securities Underlying	4. Conversion	5. Ownership	6. Nature of Indirect Beneficial
--	---	--	---------------	--------------	----------------------------------

Edgar Filing: Keyes Mike J. - Form 3

	(Month/Day/Year)		Derivative Security (Instr. 4)		or Exercise Price of Derivative Security	Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Stock Appreciation Right	05/01/2013	04/30/2020	Class B Common	32,067	\$ 15.088	D	Â
Stock Appreciation Right	05/01/2014	04/30/2021	Class B Common	27,105	\$ 18.217	D	Â
Stock Appreciation Right	05/01/2015	04/30/2022	Class B Common	34,994	\$ 23.047	D	Â
Stock Appreciation Right	05/01/2016	04/30/2023	Class B Common	18,668	\$ 28.433	D	Â
Stock Appreciation Right	05/01/2017	04/30/2024	Class B Common	14,572	\$ 36.109	D	Â
Stock Appreciation Right	05/01/2018	04/30/2025	Class B Common	16,372	\$ 40.145	D	Â
Stock Appreciation Right	05/01/2019	04/30/2026	Class B Common	22,458	\$ 38.481	D	Â
Stock Appreciation Right	05/01/2020	04/30/2027	Class B Common	18,943	\$ 39.757	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Keyes Mike J. 850 DIXIE HWY LOUISVILLE 40210	Â	Â	Â SVP, Chief Corporate Affairs	Â

## Signatures

Michael E. Carr, Jr., Attorney in Fact for Michael J. Keyes 06/21/2018

\_\_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).

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.