

BROWN FORMAN CORP
 Form 4
 July 30, 2007

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
 MAYER RICHARD P

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)

3. Date of Earliest Transaction (Month/Day/Year)
 07/26/2007

Director 10% Owner
 Officer (give title below) Other (specify below)

850 DIXIE HIGHWAY

(Street)

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

LOUISVILLE, KY 40210

(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 Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	Price
Class A Common					6,000	D	
Class B Common					6,000	D	

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

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SEC 1474 (9-02)

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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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 30.37					07/28/1999	04/30/2009	Class B Common	2,2
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 24.6					07/27/2000	04/30/2010	Class B Common	3,6
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 33.34					07/31/2001	04/30/2011	Class B Common	2,6
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 31.33					05/01/2002	04/30/2012	Class B Common	3,2
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 38.27					07/24/2003	04/30/2013	Class B Common	3,0
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 45.44					07/22/2004	04/30/2014	Class B Common	2,4
Stock Appreciation Right <u>(1)</u>	\$ 57.74					07/28/2005	04/30/2015	Class B Common	2,7
Stock Appreciation Right <u>(1)</u>	\$ 70.63					07/27/2006	04/30/2016	Class B Common	2,3
Stock	\$ 68.22	07/26/2007		A	2,961	07/26/2007	04/30/2017	Class B	2,9

Appreciation
Right ⁽²⁾

Common

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MAYER RICHARD P 850 DIXIE HIGHWAY LOUISVILLE, KY 40210		X		

Signatures

Nelea A. Absher, Attn. in Fact for: Richard P.
Mayer

07/30/2007

__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) All outstanding option amounts and exercise prices were automatically adjusted on April 5, 2007, the record date for the Issuer's May 10, 2007 special distribution in partial liquidation of its consumer durables business segment.
- (2) No money was paid to or received by the reporting person for this SAR.

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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