

YUM BRANDS INC

Form 4

March 07, 2006

**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 \*  
**CAMPBELL CHRISTAIN**

(Last) (First) (Middle)

**C/O YUM! BRANDS, INC., 1441  
GARDINER LANE**

(Street)

**LOUISVILLE, KY 40213**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**YUM BRANDS INC [YUM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**03/06/2006**

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

SVP GC and CFPO

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|-------------------|------------|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount            | (A) or (D) | Price   |  |   |
| Common Stock                    | 03/06/2006                           | 03/06/2006   | M                              |   | 18,870 <u>(1)</u> | A          | \$ 15.14  | 25,514   | D   |
| Common Stock                    | 03/06/2006                           | 03/06/2006   | S                              |   | 18 <u>(1)</u>     | D          | \$ 48.48  | 25,496   | D   |
| Common Stock                    | 03/06/2006                           | 03/06/2006   | S                              |   | 124 <u>(1)</u>    | D          | \$ 48.46  | 25,372   | D   |
| Common Stock                    | 03/06/2006                           | 03/06/2006   | S                              |   | 547 <u>(1)</u>    | D          | \$ 48.45  | 24,825   | D   |
| Common Stock                    | 03/06/2006                           | 03/06/2006   | S                              |   | 335 <u>(1)</u>    | D          | \$ 48.44  | 24,490   | D   |

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|              |            |            |   |                  |   |          |        |   |
|--------------|------------|------------|---|------------------|---|----------|--------|---|
| Common Stock | 03/06/2006 | 03/06/2006 | S | 842 <u>(1)</u>   | D | \$ 48.43 | 23,648 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 1,183 <u>(1)</u> | D | \$ 48.42 | 22,465 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 2,790 <u>(1)</u> | D | \$ 48.41 | 19,675 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 2,401 <u>(1)</u> | D | \$ 48.4  | 17,274 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 847 <u>(1)</u>   | D | \$ 48.39 | 16,427 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 406 <u>(1)</u>   | D | \$ 48.38 | 16,021 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 1,660 <u>(1)</u> | D | \$ 48.37 | 14,361 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 1,589 <u>(1)</u> | D | \$ 48.36 | 12,772 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 636 <u>(1)</u>   | D | \$ 48.35 | 12,136 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 494 <u>(1)</u>   | D | \$ 48.34 | 11,642 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 618 <u>(1)</u>   | D | \$ 48.33 | 11,024 | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 1,642 <u>(1)</u> | D | \$ 48.32 | 9,382  | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 1,307 <u>(1)</u> | D | \$ 48.31 | 8,075  | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 212 <u>(1)</u>   | D | \$ 48.3  | 7,863  | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 388 <u>(1)</u>   | D | \$ 48.29 | 7,475  | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 335 <u>(1)</u>   | D | \$ 48.28 | 7,140  | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 124 <u>(1)</u>   | D | \$ 48.27 | 7,016  | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 36 <u>(1)</u>    | D | \$ 48.26 | 6,980  | D |
| Common Stock | 03/06/2006 | 03/06/2006 | S | 336 <u>(1)</u>   | D | \$ 48.22 | 6,644  | D |

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

**Persons who respond to the collection of information contained in this form are not**

SEC 1474  
(9-02)

required to respond unless the form  
displays a currently valid OMB control  
number.

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |            | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                    |                 |                                     |
|---|---|---|---|---|--|--|------------|---|--------------------|-----------------|-------------------------------------|
|   |   |   |   | Code                                    | V  | (A)  | (D)        | Date<br>Exercisable   | Expiration<br>Date | Title           | Amount<br>or<br>Number<br>of Shares |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 15.14  | 03/06/2006                              | 03/06/2006  | M                                       |  | 18,870   | <u>(1)</u> | 01/27/2004  | 01/27/2010         | Common<br>Stock | 18,870                              |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships                    |
|---|----------------------------------|
|   | Director 10% Owner Officer Other |
| CAMPBELL CHRISTAIN<br>C/O YUM! BRANDS, INC.<br>1441 GARDINER LANE<br>LOUISVILLE, KY 40213 | SVP GC and CFPO                  |

## Signatures

Christian L.  
Campbell 03/07/2006

\*\*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) Shares exercised and sold pursuant to SEC 10b5-1 plan.

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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