

YUM BRANDS INC
Form 4
October 18, 2006

FORM 4

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

OMB APPROVAL

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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 *
ULRICH ROBERT J

(Last) (First) (Middle)

C/O DAYTON HUDSON CORPORATION, 33 SOUTH 6TH STREET, SUITE 1900

(Street)

MINNEAPOLIS, MN 55440

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
10/17/2006

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 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) | | | 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--------------------|---|--|-----------------------------------|
| | | | | Code | V | Amount or Price | | | |
| Common Stock | 10/17/2006 | 10/17/2006 | M | | | 3,282 A \$ 15.235 | 4,074 | D | |
| Common Stock | 10/17/2006 | 10/17/2006 | M | | | 1,938 A \$ 25.8 | 6,012 | D | |
| Common Stock | 10/17/2006 | 10/17/2006 | M | | | 2,312 A \$ 21.63 | 8,324 | D | |
| Common Stock | 10/17/2006 | 10/17/2006 | M | | | 2,456 A \$ 20.3594 | 10,780 | D | |
| Common Stock | 10/17/2006 | 10/17/2006 | M | | | 2,280 A \$ 21.937 | 13,060 | D | |

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| | | | | | | | | |
|--------------|------------|------------|---|-------|---|------------|--------|---|
| Common Stock | 10/17/2006 | 10/17/2006 | M | 3,162 | A | \$ 15.8164 | 16,222 | D |
| Common Stock | 10/17/2006 | 10/17/2006 | S | 3,002 | D | \$ 57.41 | 13,220 | D |
| Common Stock | 10/17/2006 | 10/17/2006 | S | 733 | D | \$ 57.43 | 12,487 | D |
| Common Stock | 10/17/2006 | 10/17/2006 | S | 1,500 | D | \$ 57.32 | 10,987 | 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)

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 Securities (Instr. 3 and 4) | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Employee Stock Option (right to buy) | \$ 15.8164 | 10/17/2006 | 10/17/2006 | M | 3,162 | 11/03/1997 11/03/2007 | Common Stock | 3,162 | |
| Employee Stock Option (right to buy) | \$ 21.937 | 10/17/2006 | 10/17/2006 | M | 2,280 | 11/02/1998 11/02/2008 | Common Stock | 2,280 | |
| Employee Stock Option (right to buy) | \$ 20.3594 | 10/17/2006 | 10/17/2006 | M | 2,456 | 11/01/1999 11/01/2009 | Common Stock | 2,456 | |
| Employee Stock | \$ 15.235 | 10/17/2006 | 10/17/2006 | M | 3,282 | 11/07/2000 11/07/2010 | Common Stock | 3,282 | |

| | | | | | | | | | | |
|-----------------------------|----------|------------|------------|---|-------|------------|------------|-----------------|-------|--|
| Option (right to buy) | | | | | | | | | | |
| Employee Stock Option | \$ 25.8 | 10/17/2006 | 10/17/2006 | M | 1,938 | 11/06/2001 | 11/06/2011 | Common Stock | 1,938 | |
| Director Stock Option | \$ 21.63 | 10/17/2006 | 10/17/2006 | M | 2,312 | 11/12/2002 | 11/12/2012 | Common Stock | 2,312 | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| ULRICH ROBERT J C/O DAYTON HUDSON CORPORATION 33 SOUTH 6TH STREET, SUITE 1900 MINNEAPOLIS, MN 55440 | X | | | |

Signatures

Robert J. Ulrich 10/18/2006

 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).

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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