Edgar Filing: Creed Greg - Form 4

Creed Greg Form 4 August 11, 2009 FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).							PPROVAL 3235-0287 January 31, 2005 average rs per 0.5		
(Print or Type Responses)									
1. Name and Address of Reporting Person [*] Creed Greg			suer Name and Ticke ol A BRANDS INC [Issuer					
(Last)	(First)		3. Date of Earliest Transaction (Check				k all applicable)		
17901 VON KARMAN			th/Day/Year) 7/2009		below)	X Officer (give title Other (specify			
			Amendment, Date Orig Month/Day/Year)	inal	Applicable Line)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
IRVINE, C	CA 92614				Form filed by M Person	lore than One Re	porting		
(City)	(State)	(Zip)	fable I - Non-Derivat	ve Securities A	cquired, Disposed of,	, or Beneficial	ly Owned		
1.Title of Security (Instr. 3)	2. Transaction Data (Month/Day/Year)	e 2A. Deemed	3. 4. Sec if Transaction Dis Code (Instr. r) (Instr. 8)	(A) or (A) or	 (A) 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)		
Common Stock	08/07/2009	08/07/2009	Code V Amou M $36 \frac{(1)}{2}$	nt (D) Priv A \$ 12.10	e 8 082	D			
Common Stock	08/07/2009	08/07/2009	S 36 (1)	D \$36.	32 8,946	D			

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

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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. Transacti Code (Instr. 8)	5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year) ative ities ired seed) . 3,		Underlying SecuritiesI(Instr. 3 and 4)S		8. F Der Sec (Ins
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option (right to buy)	\$ 12.1625	08/07/2009	08/07/2009	М	36 (1)	01/23/2007	01/23/2013	Common Stock	36	12

Reporting Owners

Reporting Owner Name / Addre	SS	Relationships					
	Director	10% Owner	Officer	Other			
Creed Greg 17901 VON KARMAN IRVINE, CA 92614			President Taco Bell				
Signatures							
Greg Creed	08/10/2009						

**Signature ofDateReporting Person

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. 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.