

YUM BRANDS INC  
Form 4  
October 28, 2015

**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

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Creed Greg

(Last) (First) (Middle)

1441 GARDINER LANE

(Street)

LOUISVILLE, KY 402143

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/20/2015

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)  
CEO

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) (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	(D)	Price

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  
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number.**

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
			Code	V	(A)	(D)				
Phantom Stock	<u>(1)</u>	10/20/2015	P		282.8939		<u>(2)</u>	<u>(3)</u>	Common Stock	282.8939
Phantom Stock	<u>(1)</u>	10/27/2015	P		36.599		<u>(2)</u>	<u>(3)</u>	Common Stock	36.599
Phantom Stock	<u>(1)</u>	10/27/2015	P		1.5572		<u>(2)</u>	<u>(3)</u>	Common Stock	1.5572
Phantom Stock	<u>(1)</u>	10/27/2015	P		27.6414		<u>(2)</u>	<u>(3)</u>	Common Stock	27.6414
Phantom Stock	<u>(1)</u>	10/27/2015	P		120.9329		<u>(2)</u>	<u>(3)</u>	Common Stock	120.9329
Phantom Stock	<u>(1)</u>	10/27/2015	P		19.1796		<u>(2)</u>	<u>(3)</u>	Common Stock	19.1796
Phantom Stock	<u>(1)</u>	10/27/2015	P		46.0835		<u>(2)</u>	<u>(3)</u>	Common Stock	46.0835
Phantom Stock	<u>(1)</u>	10/27/2015	P		33.2539		<u>(2)</u>	<u>(3)</u>	Common Stock	33.2539
Phantom Stock	<u>(1)</u>	10/27/2015	P		305.6758		<u>(2)</u>	<u>(3)</u>	Common Stock	305.6758
Phantom Stock	<u>(1)</u>	10/27/2015	P		13.0223		<u>(2)</u>	<u>(3)</u>	Common Stock	13.0223

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Creed Greg 1441 GARDINER LANE LOUISVILLE, KY 402143	X		CEO	

## Signatures

/s/ M. Gayle  
Hobson, POA 10/28/2015

\_\_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) Conversion occurs on a one-for-one basis.
- (2) Payments are made in accordance with elections on file.
- (3) The Program does not have specified expiration dates.

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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