

BLUM JONATHAN DAVID
Form 4
February 07, 2008

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 *
BLUM JONATHAN DAVID

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
1441 GARDINER LANE

3. Date of Earliest Transaction (Month/Day/Year)
02/06/2008

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

SVP Public Affairs

(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 40213

(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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V Amount (A) or (D) Price | | | |
| Common Stock | 02/06/2008 | 02/06/2008 | M | 8,400 (1) A \$ 7.5703 | 8,408 | D | |
| Common Stock | 02/06/2008 | 02/06/2008 | S | 1,000 (1) D \$ 34.47 | 7,408 | D | |
| Common Stock | 02/06/2008 | 02/06/2008 | S | 1,000 (1) D \$ 34.48 | 6,408 | D | |
| Common Stock | 02/06/2008 | 02/06/2008 | S | 1,000 (1) D \$ 34.5 | 5,408 | D | |
| Common Stock | 02/06/2008 | 02/06/2008 | S | 1,000 (1) D \$ 34.52 | 4,408 | D | |

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(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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