

YUM BRANDS INC

Form 4

July 03, 2007

**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  
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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)

07/02/2007

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 \_\_\_\_ Other (specify  
below) 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 Ownership Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D)	Price	
Common Stock	07/02/2007	07/02/2007	M		13,904 (1)	A \$ 8.3913	36,520 D
Common Stock	07/02/2007	07/02/2007	S		143 (1)	D \$ 33.06	36,377 D
Common Stock	07/02/2007	07/02/2007	S		538 (1)	D \$ 33.05	35,839 D
Common Stock	07/02/2007	07/02/2007	S		1,112 (1)	D \$ 33.04	34,727 D
Common Stock	07/02/2007	07/02/2007	S		466 (1)	D \$ 33.03	34,261 D

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Common Stock	07/02/2007	07/02/2007	S	<u>1,220</u> (1)	D	\$ 33.02	33,041	D
Common Stock	07/02/2007	07/02/2007	S	897 <sup>(1)</sup>	D	\$ 33.01	32,144	D
Common Stock	07/02/2007	07/02/2007	S	<u>1,363</u> (1)	D	\$ 33	30,781	D
Common Stock	07/02/2007	07/02/2007	S	<u>1,040</u> (1)	D	\$ 32.9	29,741	D
Common Stock	07/02/2007	07/02/2007	S	<u>3,409</u> (1)	D	\$ 32.98	26,332	D
Common Stock	07/02/2007	07/02/2007	S	<u>1,327</u> (1)	D	\$ 32.97	25,005	D
Common Stock	07/02/2007	07/02/2007	S	<u>1,336</u> (1)	D	\$ 32.96	23,669	D
Common Stock	07/02/2007	07/02/2007	S	<u>1,053</u> (1)	D	\$ 32.95	22,616	D
Common Stock	07/02/2007	07/02/2007	S	<u>1,099</u> (1)	D	\$ 32.95	21,517	D
Common Stock	07/02/2007	07/02/2007	S	<u>1,901</u> (1)	D	\$ 32.94	19,616	D
Common Stock	07/02/2007	07/02/2007	S	108 <sup>(1)</sup>	D	\$ 32.93	19,508	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	\$ 8.3913	07/02/2007	07/02/2007	M			13,904 (1)	01/25/2005	01/25/2011	Common Stock	13,904

Option  
(right to  
buy)

## Reporting Owners

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

## Signatures

Christian L.  
Campbell                      07/03/2007

\_\_\_\_\_  
Signature of                      Date  
Reporting 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.  
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