## Edgar Filing: NOVAK DAVID C - Form 4

NOVAK D. Form 4 December ()										
FORM	ЛД							OMB AF	PPROVAL	
	UNITED	STATES SEC	CURITIES A Washington			NGE CO	OMMISSION	OMB Number:	3235-0287	
Check ti if no lor subject to Section Form 4 Form 5 obligation may cor <i>See</i> Inst 1(b).	nger to 16. or Filed put ons stinue.	<b>MENT OF CH</b> rsuant to Section (a) of the Publi	<ul> <li>CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES</li> <li>ection 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Section of the Investment Company Act of 1940</li> </ul>						January 31 2009 Estimated average burden hours per response 0.8	
(Print or Type	Responses)									
1. Name and ANOVAK D	Address of Reporting DAVID C	Sym					5. Relationship of I Issuer	Reporting Pers	son(s) to	
			M BRANDS	-	-		(Check all applicable)			
(Last) 1441 GAR	(First) (	(Mor	ate of Earliest 7 nth/Day/Year) )8/2005	ransaction			_X_ Director _X_ Officer (give t below) Chair		Owner er (specify	
LOUISVIL	(Street) LLE, KY 40213		Amendment, D l(Month/Day/Yea	-	al	-	5. Individual or Joi Applicable Line) _X_ Form filed by Oi Form filed by Mo Person	ne Reporting Pe	rson	
(City)	(State)	(Zip)	Table I - Non-	Derivative	Secu	rities Acqu	ired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, any (Month/Day/Yea	Code	onor Dispos (Instr. 3, 4	ed of (		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	12/08/2005	12/08/2005	М	43,038 (1)	А	\$ 15.2031	69,265.08	D		
Common Stock	12/08/2005	12/08/2005	М	31,962 (1)	А	\$ 23.4844	101,227.08	D		
Common Stock	12/08/2005	12/08/2005	S	8,571 (1)	D	\$ 48.1	92,656.08	D		
Common Stock	12/08/2005	12/08/2005	S	6,129 (1)	D	\$ 48.09	86,527.08	D		
Common Stock	12/08/2005	12/08/2005	S	1,929 (1)	D	\$ 48.08	84,598.08	D		

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Common Stock	12/08/2005	12/08/2005	S	986 <u>(1)</u>	D	\$ 48.07	83,612.08	D
Common Stock	12/08/2005	12/08/2005	S	3,814 (1)	D	\$ 48.06	79,798.08	D
Common Stock	12/08/2005	12/08/2005	S	8,743 (1)	D	\$ 48.05	71,055.08	D
Common Stock	12/08/2005	12/08/2005	S	1,329 (1)	D	\$ 48.04	69,726.08	D
Common Stock	12/08/2005	12/08/2005	S	343 <u>(1)</u>	D	\$ 48.02	69,383.08	D
Common Stock	12/08/2005	12/08/2005	S	214 <u>(1)</u>	D	\$ 48.01	69,169.08	D
Common Stock	12/08/2005	12/08/2005	S	23,229 (1)	D	\$ 48	45,940.08	D
Common Stock	12/08/2005	12/08/2005	S	10,843 (1)	D	\$ 47.99	35,097.08	D
Common Stock	12/08/2005	12/08/2005	S	4,886 (1)	D	\$ 47.98	30,211.08	D
Common Stock	12/08/2005	12/08/2005	S	300 <u>(1)</u>	D	\$ 47.97	29,911.08	D
Common Stock	12/08/2005	12/08/2005	S	129 <u>(1)</u>	D	\$ 47.96	29,782.08	D
Common Stock	12/08/2005	12/08/2005	S	3,555 (1)	D	\$ 47.95	26,227.08	D
Common Stock							220 (2)	Ι

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

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SEC 1474 (9-02)

By Daughter

 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. Transactic Code (Instr. 8)	5. Number of orDerivative 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)		Title

						Date Exercisable	Expiration Date		Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 15.2031	12/08/2005	12/08/2005	М	43,038 (1)	11/03/2001	11/03/2007	Common Stock	43,038
Employee Stock Option (right to buy)	\$ 23.4844	12/08/2005	12/08/2005	М	31,962 (1)	01/21/2000	01/21/2009	Common Stock	31,962

## **Reporting Owners**

Reporting Owner Name / Addre	Relationships							
	Director	10% Owner	Officer	Other				
NOVAK DAVID C 1441 GARDINER LANE LOUISVILLE, KY 40213	Х		Chair CEO and Pres					
Signatures								
David C. Novak	12/08/2005							

<u>\*\*</u>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) Shares exercised and sold pursuant to SEC 10b5-1 plan.
- (2) Represents transfer of shares to minor daughter

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.