

YUM BRANDS INC  
Form 4  
March 01, 2005

# 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 \*  
DENO DAVID

(Last) (First) (Middle)

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)  
03/01/2005

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)  
CFO

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | M                              | A   | \$ 25,661<br>(1) 13.625   | 25,663   | D                                 |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | S                              | D   | \$ 17 (1) 48.69   | 25,646   | D                                 |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | S                              | D   | \$ 208 (1) 48.7   | 25,438   | D                                 |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | S                              | D   | \$ 2,461<br>(1) 48.71   | 22,977   | D                                 |
| Common Stock                    | 03/01/2005                           | 03/01/2005   | S                              | D   | \$ 1,907<br>(1) 48.72   | 21,070   | D                                 |

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|              |            |            |   |                             |   |          |        |   |
|--------------|------------|------------|---|-----------------------------|---|----------|--------|---|
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,201</u> <sup>(1)</sup> | D | \$ 48.73 | 18,869 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>2,305</u> <sup>(1)</sup> | D | \$ 48.74 | 16,564 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 433 <sup>(1)</sup>          | D | \$ 48.75 | 16,131 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 433 <sup>(1)</sup>          | D | \$ 48.76 | 15,698 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 711 <sup>(1)</sup>          | D | \$ 48.77 | 14,987 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 693 <sup>(1)</sup>          | D | \$ 48.78 | 14,294 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 503 <sup>(1)</sup>          | D | \$ 48.79 | 13,791 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 797 <sup>(1)</sup>          | D | \$ 48.8  | 12,994 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 780 <sup>(1)</sup>          | D | \$ 48.81 | 12,214 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 797 <sup>(1)</sup>          | D | \$ 48.82 | 11,417 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 139 <sup>(1)</sup>          | D | \$ 48.83 | 11,278 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 780 <sup>(1)</sup>          | D | \$ 48.84 | 10,498 | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 901 <sup>(1)</sup>          | D | \$ 48.85 | 9,597  | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 780 <sup>(1)</sup>          | D | \$ 48.86 | 8,817  | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 539 <sup>(1)</sup>          | D | \$ 48.87 | 8,278  | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | <u>5,228</u> <sup>(1)</sup> | D | \$ 48.88 | 3,050  | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 641 <sup>(1)</sup>          | D | \$ 48.89 | 2,409  | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 884 <sup>(1)</sup>          | D | \$ 48.9  | 1,525  | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 191 <sup>(1)</sup>          | D | \$ 48.91 | 1,334  | D |
| Common Stock | 03/01/2005 | 03/01/2005 | S | 52 <sup>(1)</sup>           | D | \$ 48.92 | 1,282  | D |
|              | 03/01/2005 | 03/01/2005 | S | 780 <sup>(1)</sup>          | D | \$ 48.94 | 502    | D |

Common  
Stock

Common  
Stock

11,610.66 I

By 401K  
Plan Trust

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

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(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) | Amount or Number of Shares |  |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                      |  |
| Employee Stock Option (right to buy)       | \$ 13.625  | 03/01/2005                           | 03/01/2005   | M                              | 25,661<br><u>(1)</u>  | 01/20/2002 01/20/2008                                    | Common Stock  | 25,661                     |  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| DENO DAVID<br>YUM BRANDS, INC.<br>1441 GARDINER LANE<br>LOUISVILLE, KY 40213 |               |           | CFO     |       |

## Signatures

David Deno 03/01/2005  
 \*\*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.

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