

George Kevin B
Form 4
March 20, 2013

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
George Kevin B

(Last) (First) (Middle)

BEAM INC., 510 LAKE COOK ROAD

(Street)

DEERFIELD, IL 60015

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
BEAM INC [NYSE: BEAM]

3. Date of Earliest Transaction (Month/Day/Year)
03/18/2013

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)
SVP & Chief Marketing Officer

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	Price	
Common Stock, par value \$3.125	03/18/2013		M ⁽¹⁾		6,056	\$ 51.0792	A 6,056 D
Common Stock, par value \$3.125	03/18/2013		S		6,056	\$ 63.0179 (2)	D 0 D
Common Stock, par value \$3.125	03/19/2013		M ⁽¹⁾		1,944	\$ 51.0792	A 1,944 D

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Common Stock, par value \$3.125	03/19/2013	M ⁽¹⁾	12,046	A	\$ 35.6741	13,990	D
Common Stock, par value \$3.125	03/19/2013	S	13,990	D	\$ 63.1454 <u>(3)</u>	0	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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Stock Option (Right to Buy)	\$ 51.0792	03/18/2013		M ⁽¹⁾	6,056	<u>(4)</u>	02/22/2021	Common Stock	6,056
Stock Option (Right to Buy)	\$ 51.0792	03/19/2013		M ⁽¹⁾	1,944	<u>(4)</u>	02/22/2021	Common Stock	1,944
Stock Option (Right to Buy)	\$ 35.6741	03/19/2013		M ⁽¹⁾	12,046	09/30/2012	09/30/2016	Common Stock	12,046

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
			SVP & Chief Marketing Officer	

George Kevin B
BEAM INC.
510 LAKE COOK ROAD
DEERFIELD, IL 60015

Signatures

Leslie W. Jensen, Attorney-in-Fact for Kevin B.
George

03/20/2013

__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) Reflects the exercise of stock options issued under Beam's Long-Term Incentive Plans.
The price in column 4 is the weighted average selling price of the shares. The shares were sold in multiple transactions at prices ranging from \$63.00 to \$63.17, inclusive. The Reporting Person undertakes to provide to the SEC, Beam and any security holder full information regarding the number of shares and the prices at which the shares were sold.
 - (2) The price in column 4 is the weighted average selling price of the shares. The shares were sold in multiple transactions at prices ranging from \$63.00 to \$63.47, inclusive. The Reporting Person undertakes to provide to the SEC, Beam and any security holder full information regarding the number of shares and the prices at which the shares were sold.
 - (3) The options vested as to 8,032 shares on each of February 22, 2012 and February 22, 2013 and will vest as to the remaining 8,031 shares on February 22, 2014.
 - (4)

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.