

Deno David J.
Form 4
December 06, 2017

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 *
Deno David J.

2. Issuer Name and Ticker or Trading Symbol
Bloomin' Brands, Inc. [BLMN]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
2202 NORTH WEST SHORE
BLVD, SUITE 500

3. Date of Earliest Transaction
(Month/Day/Year)
12/04/2017

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

(Street)
TAMPA, FL 33607

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

(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 Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock	12/04/2017		S		41,097 (1)	D	\$ 22.003 (2)
					15,135	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)

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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)	8. F. Den Sec (Ins	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	\$ 0					(3)	(4)	Common Stock	24,315
Restricted Stock Units	\$ 0					(5)	(4)	Common Stock	18,202
Stock Option (right to buy)	\$ 17.27					(6)	02/24/2027	Common Stock	57,921
Stock Option (right to buy)	\$ 17.15					(7)	02/25/2026	Common Stock	56,577
Stock Option (right to buy)	\$ 25.36					(8)	02/26/2025	Common Stock	55,760
Stock Option (right to buy)	\$ 25.32					(9)	02/27/2024	Common Stock	58,800
Stock Option (right to buy)	\$ 17.4					(10)	02/26/2023	Common Stock	72,551
Stock Option (right to buy)	\$ 14.58					(11)	05/07/2022	Common Stock	400,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director 10% Owner Officer Other

Deno David J.
2202 NORTH WEST SHORE BLVD
SUITE 500
TAMPA, FL 33607

EVP & CFAO

Signatures

/s/ Kelly Lefferts, as
Attorney-in-Fact

12/06/2017

__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) This transaction was effected by the reporting person pursuant to a Rule 10b5-1 trading plan.
Price reflected is the weighted-average sale price for shares sold. The shares were sold in multiple transactions, and the range of sale prices for the transactions reported was \$22,000 to \$22,020. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or any staff member of the Securities and Exchange Commission, upon request, information regarding the number of shares sold at each separate price.
- (2) These restricted stock units, in the original grant amount of 24,315, will begin vesting in four equal annual installments on February 24, 2018.
- (3) This field is not applicable.
- (4) These restricted stock units, in the original grant amount of 24,269, began vesting in four equal annual installments on February 25, 2017.
- (5) These stock options, in the original grant amount of 57,921, will begin vesting in four equal annual installments on February 24, 2018.
- (6) These stock options, in the original grant amount of 56,577, began vesting in four equal annual installments on February 25, 2017.
- (7) These stock options, in the original grant amount of 55,760, began vesting in four equal annual installments on February 26, 2016.
- (8) These stock options, in the original grant amount of 58,800, began vesting in four equal annual installments on February 27, 2015.
- (9) These stock options are fully vested.
- (10) These stock options, in the original grant amount of 400,000, began vesting in five equal annual installments on May 7, 2013.

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.