

YUM BRANDS INC

Form 3

January 02, 2015

**FORM 3****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB  
Number: 3235-0104Expires: January 31,  
2005Estimated average  
burden hours per  
response... 0.5**INITIAL STATEMENT OF 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 \*

Â Niccol Brian R

(Last) (First) (Middle)

2. Date of Event Requiring  
Statement

(Month/Day/Year)

01/01/2015

3. Issuer Name **and** Ticker or Trading Symbol  
YUM BRANDS INC [YUM]4. Relationship of Reporting  
Person(s) to Issuer5. If Amendment, Date Original  
Filed(Month/Day/Year)

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer ☐ Other  
(give title below) (specify below)  
CEO, Taco Bell6. Individual or Joint/Group  
Filing(Check Applicable Line)  
☒ Form filed by One Reporting  
Person  
☐ Form filed by More than One  
Reporting Person

1 GLEN BELL WAY

(Street)

IRVINE,Â CAÂ 92618

(City) (State) (Zip)

**Table I - Non-Derivative Securities Beneficially Owned**1. Title of Security  
(Instr. 4)2. Amount of Securities  
Beneficially Owned  
(Instr. 4)3. Ownership  
Form:  
Direct (D)  
or Indirect  
(I)  
(Instr. 5)4. Nature of Indirect Beneficial  
Ownership  
(Instr. 5)

Common Stock

4,969.49

I By 401(k) Plan

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

SEC 1473 (7-02)

**Persons who respond to the collection of  
information contained in this form are not  
required to respond unless the form displays a  
currently valid OMB control number.****Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**1. Title of Derivative  
Security  
(Instr. 4)2. Date Exercisable and  
Expiration Date  
(Month/Day/Year)Date Exercisable Expiration  
Date3. Title and Amount of  
Securities Underlying  
Derivative Security  
(Instr. 4)Title Amount or  
Number of4. Conversion  
or Exercise  
Price of  
Derivative  
Security5. Ownership  
Form of  
Derivative  
Security:  
Direct (D)  
or Indirect6. Nature of  
Indirect  
Beneficial  
Ownership  
(Instr. 5)

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|                          |               |            |              | Shares      |          | (I)<br>(Instr. 5) |   |
|--------------------------|---------------|------------|--------------|-------------|----------|-------------------|---|
| Phantom Stock            | Â (1)         | Â (2)      | Common Stock | 16,512.0928 | \$ (3)   | D                 | Â |
| Phantom Stock            | Â (1)         | Â (2)      | Common Stock | 17,165.164  | \$ (3)   | D                 | Â |
| Stock Appreciation Right | 05/20/2015    | 02/05/2020 | Common Stock | 61,232      | \$ 39.64 | D                 | Â |
| Stock Appreciation Right | 02/04/2012(4) | 02/04/2021 | Common Stock | 40,734      | \$ 49.3  | D                 | Â |
| Stock Appreciation Right | 02/06/2014(4) | 02/06/2023 | Common Stock | 37,885      | \$ 62.93 | D                 | Â |
| Stock Appreciation Right | 02/08/2013(4) | 02/08/2022 | Common Stock | 33,102      | \$ 64.44 | D                 | Â |
| Stock Appreciation Right | 05/15/2018    | 05/15/2023 | Common Stock | 36,561      | \$ 69.92 | D                 | Â |
| Stock Appreciation Right | 02/05/2015(4) | 02/05/2024 | Common Stock | 41,260      | \$ 70.54 | D                 | Â |

## Reporting Owners

| Reporting Owner Name / Address                          | Relationships |           |                  |       |
|---------------------------------------------------------|---------------|-----------|------------------|-------|
|                                                         | Director      | 10% Owner | Officer          | Other |
| Niccol Brian R<br>1 GLEN BELL WAY<br>IRVINE,Â CAÂ 92618 | Â             | Â         | Â CEO, Taco Bell | Â     |

## Signatures

/s/ M. Gayle  
Hobson, POA

01/02/2015

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Payments are made in accordance with elections on file.
- (2) The Program does not have specified expiration dates.
- (3) Conversion occurs on a one-for-one basis.
- (4) Vesting occurs on a quarterly basis beginning one year from grant date.

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.