

YUM BRANDS INC  
Form 3  
January 02, 2015

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

OMB APPROVAL

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**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)

<p>1. Name and Address of Reporting Person *</p> <p>Â Gibbs David W</p> <p>(Last) (First) (Middle)</p> <p>7100 CORPORATE DRIVE</p> <p>(Street)</p> <p>PLANO,Â TXÂ 75024</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>01/01/2015</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>YUM BRANDS INC [YUM]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>CEO, Pizza Hut</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>
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**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	14,336	D	Â

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

SEC 1473 (7-02)

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**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)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of	

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				Shares		(I) (Instr. 5)	
Phantom Stock	Â <u>(1)</u>	Â <u>(2)</u>	Common Stock	3,212.6202	\$ <u>(3)</u>	D	Â
Phantom Stock	Â <u>(1)</u>	Â <u>(2)</u>	Common Stock	238.0343	\$ <u>(3)</u>	D	Â
Phantom Stock	Â <u>(1)</u>	Â <u>(2)</u>	Common Stock	652.64	\$ <u>(3)</u>	D	Â
Phantom Stock	Â <u>(1)</u>	Â <u>(4)</u>	Common Stock	4,068.9024	\$ <u>(3)</u>	D	Â
Phantom Stock	Â <u>(1)</u>	Â <u>(2)</u>	Common Stock	19,068.866	\$ <u>(3)</u>	D	Â
Phantom Stock	Â <u>(1)</u>	Â <u>(2)</u>	Common Stock	8,972.2899	\$ <u>(3)</u>	D	Â
Stock Appreciation Right	01/26/2007 <u>(4)</u>	01/26/2016	Common Stock	26,936	\$ 24.4675	D	Â
Stock Appreciation Right	02/05/2010 <u>(4)</u>	02/05/2019	Common Stock	33,830	\$ 29.29	D	Â
Stock Appreciation Right	02/05/2013	02/05/2019	Common Stock	8,458	\$ 29.29	D	Â
Stock Appreciation Right	01/19/2008 <u>(4)</u>	01/19/2017	Common Stock	21,600	\$ 29.61	D	Â
Stock Appreciation Right	02/05/2011 <u>(4)</u>	02/05/2020	Common Stock	31,555	\$ 32.98	D	Â
Stock Appreciation Right	09/20/2011	09/20/2017	Common Stock	18,631	\$ 34.155	D	Â
Stock Appreciation Right	01/24/2009 <u>(4)</u>	01/24/2018	Common Stock	26,772	\$ 37.3	D	Â
Stock Appreciation Right	05/20/2015	05/20/2020	Common Stock	24,493	\$ 39.64	D	Â
Stock Appreciation Right	02/04/2012 <u>(4)</u>	02/04/2021	Common Stock	30,550	\$ 49.3	D	Â
Stock Appreciation Right	02/06/2014 <u>(4)</u>	02/06/2023	Common Stock	37,885	\$ 62.93	D	Â
Stock Appreciation Right	02/06/2017	02/06/2023	Common Stock	37,885	\$ 62.93	D	Â
Stock Appreciation Right	02/08/2013 <u>(4)</u>	02/08/2022	Common Stock	24,827	\$ 64.44	D	Â
Stock Appreciation Right	02/05/2015 <u>(4)</u>	02/05/2024	Common Stock	41,260	\$ 70.54	D	Â
	02/05/2019	02/05/2024		34,384	\$ 70.54	D	Â

Stock Appreciation  
Right

Common  
Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Gibbs David W 7100 CORPORATE DRIVE PLANO, TX 75024	Â	Â	Â CEO, Pizza Hut	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.