

Bloomin' Brands, Inc.  
 Form 4  
 August 18, 2016

**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 \*  
**Kappitt Michael**

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

TAMPA, FL 33607

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**03/01/2016**

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)  
**EVP & President of Carrabba's**

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| Common Stock                    | 08/16/2016                           |  | S                              | (A) or (D)<br>10,000<br>(1)                                       | \$ 19.5<br>16,286 (2)   | 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) |                 |              |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|---|-----------------|--------------|----------------------------|
|  |  |                                      |  | Code                           | V   | (A)  | (D) | Date Exercisable  | Expiration Date | Title        | Amount or Number of Shares |
| Restricted Stock Units                     | \$ 0   | 03/01/2016                           |  | A                              |   | 25,000   |     | (3)   | (4)             | Common Stock | 25,000                     |
| Stock Option (right to buy)                | \$ 17.8  | 03/01/2016                           |  | A                              |   | 50,000   |     | (5)   | 03/01/2026      | Common Stock | 50,000                     |
| Restricted Stock Units                     | \$ 0   |                                      |  |                                |   |  |     | (6)   | (4)             | Common Stock | 11,201                     |
| Restricted Stock Units                     | \$ 0   |                                      |  |                                |   |  |     | (7)   | (4)             | Common Stock | 12,500                     |
| Stock Option (right to buy)                | \$ 17.15   |                                      |  |                                |   |  |     | (8)   | 02/25/2026      | Common Stock | 26,113                     |
| Stock Option (right to buy)                | \$ 25.36   |                                      |  |                                |   |  |     | (9)   | 02/26/2025      | Common Stock | 15,074                     |
| Stock Option (right to buy)                | \$ 25.32   |                                      |  |                                |   |  |     | (10)  | 02/27/2024      | Common Stock | 12,490                     |
| Stock Option (right to buy)                | \$ 23.87   |                                      |  |                                |   |  |     | (11)  | 01/02/2024      | Common Stock | 100,000                    |
| Stock Option (right to buy)                | \$ 17.4  |                                      |  |                                |   |  |     | (12)  | 02/26/2023      | Common Stock | 10,021                     |
| Stock Option (right to buy)                | \$ 10.03   |                                      |  |                                |   |  |     | (13)  | 07/05/2021      | Common Stock | 49,227                     |

buy)

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                     |       |
|--|---------------|-----------|-------------------------------------|-------|
|  | Director      | 10% Owner | Officer                             | Other |
| Kappitt Michael<br>2202 NORTH WEST SHORE BOULEVARD<br>SUITE 500<br>TAMPA, FL 33607 |               |           | EVP &<br>President of<br>Carrabba's |       |

## Signatures

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

08/18/2016

          \*\*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.
- (2) Certain of these shares represent restricted stock issued under a Bloomin' Brands, Inc. stock plan and are subject to risk of forfeiture. Of such shares, 12,500 continue to be subject to forfeiture under the plan.
- (3) These restricted stock units, in the original grant amount of 25,000, will begin vesting in four equal annual installments on February 12, 2017.
- (4) This field is not applicable.
- (5) These stock options, in the original grant amount of 50,000, will begin vesting in four equal annual installments on February 12, 2017.
- (6) These restricted stock units, in the original grant amount of 11,201, will begin vesting in four equal annual installments on February 25, 2017.
- (7) These restricted stock units, in the original grant amount of 25,000, began vesting in four equal annual installments on January 2, 2015.
- (8) These stock options, in the original grant amount of 26,113, will begin vesting in four equal annual installments on February 25, 2017.
- (9) These stock options, in the original grant amount of 15,074, began vesting in four equal annual installments on February 26, 2016.
- (10) These stock options, in the original grant amount of 12,490, began vesting in four equal annual installments on February 27, 2015.
- (11) These stock options, in the original grant amount of 100,000, began vesting in four equal annual installments on January 2, 2015.
- (12) These stock options, in the original grant amount of 10,021, began vesting in four equal annual installments on February 26, 2014.
- (13) These stock options are fully vested.

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.