

Bloomin' Brands, Inc.  
Form 4  
April 25, 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 \*  
Craigie James

(Last) (First) (Middle)

2202 N. WEST SHORE BLVD.,  
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)  
04/21/2017

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)

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) |        |   |                 |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|--------|---|-----------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |        |   |                 |
| Common Stock                    | 04/21/2017                           |  | M                              |   | 1,473   | A  | \$ 0                              | 8,289  | D |                 |
| Common Stock                    | 04/21/2017                           |  | M                              |   | 1,992   | A  | \$ 0                              | 10,281 | D |                 |
| Common Stock                    | 04/21/2017                           |  | M                              |   | 1,587   | A  | \$ 0                              | 11,868 | D |                 |
| Common Stock                    |                                      |  |                                |   |   |  |                                   | 4,040  | I | By Trust<br>(1) |

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

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(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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Restricted Stock Units                     | \$ 0   | 04/21/2017                           |  | A                              | 5,308   | (2) (3)  | Common Stock  | 5,308                         |
| Restricted Stock Units                     | \$ 0   | 04/21/2017                           |  | M                              | 1,992   | (4) (3)  | Common Stock  | 1,992                         |
| Restricted Stock Units                     | \$ 0   | 04/21/2017                           |  | M                              | 1,473   | (5) (3)  | Common Stock  | 1,473                         |
| Restricted Stock Units                     | \$ 0   | 04/21/2017                           |  | M                              | 1,587   | (6) (3)  | Common Stock  | 1,587                         |

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

Craigie James  
2202 N. WEST SHORE BLVD., SUITE 500 X  
TAMPA, FL 33607

## Signatures

/s/ Kelly Lefferts, as Attorney-in-Fact 04/24/2017

\_\_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).

- Represents shares held in trust for the benefit of the Reporting Person's children. The Reporting Person disclaims beneficial ownership of
- (1) all such shares except to the extent of his pecuniary interest therein, and inclusion of these shares in this report shall not be deemed an admission of beneficial ownership of such shares for purposes of Section 16 or for any other purpose.
  - (2) These restricted stock units, in the original grant amount of 5,308, will begin vesting in three equal annual installments immediately prior to the issuer's annual meeting of stockholders in 2018.
  - (3) This field is not applicable.
  - (4) These restricted stock units, in the original grant amount of 5,978, began vesting in three equal annual installments on April 21, 2017.
  - (5) These restricted stock units, in the original grant amount of 4,419, began vesting in three equal annual installments on April 22, 2016.
  - (6) These restricted stock units, in the original grant amount of 4,760, began vesting in three equal annual installments on April 29, 2015.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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