HERLIHY DONAGH
Form 4
October 09, 2018

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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

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

OMB APPROVAL
OMB Number: 3235-0287
Expires: January 31, 2005
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(Print or Type Responses)

1. Name and Address of Reporting Person *
HERLIHY DONAGH
(Last) (First) (Middle)
2202 NORTH WEST SHORE BLVD., STE. 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)
10/05/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
EVP CIO

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	10/05/2018		S		7,581 (1)	D	$ 20	0	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)

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. Pri Deriv Secu (Instr
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Units	$ 0 (2)							(3)	(4)	Common Stock	9,516	
Restricted Stock Units	$ 0 (2)							(5)	(4)	Common Stock	10,101	
Restricted Stock Units	$ 0 (2)							(6)	(4)	Common Stock	6,721	
Stock Option (right to buy)	$ 24.1							(7)	02/23/2028	Common Stock	22,284	
Stock Option (right to buy)	$ 17.27							(8)	02/24/2027	Common Stock	24,060	
Stock Option (right to buy)	$ 17.15							(9)	02/25/2026	Common Stock	15,668	
Stock Option (right to buy)	$ 25.36							(10)	02/26/2025	Common Stock	26,471	
Stock Option (right to buy)	$ 18.12							(11)	10/01/2024	Common Stock	62,500	

Reporting Owners

Reporting Owner Name / Address	Relationships

	Director	10% Owner	Officer	Other
HERLIHY DONAGH 2202 NORTH WEST SHORE BLVD. STE. 500 TAMPA, FL 33607			EVP CIO	

Signatures

/s/Kelly Lefferts, Attorney in Fact	10/09/2018
**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 that was entered into on November 10, 2017.
(2)	Each restricted stock unit represents the contingent right to receive one share of common stock of the issuer upon vesting of the unit.
(3)	These restricted stock units, in the original grant amount of 9,516, will begin vesting in four equal annual installments on February 23, 2019.
(4)	This field is not applicable.
(5)	These restricted stock units, in the original grant amount of 13,467, began vesting in four equal annual installments on February 24, 2018.
(6)	These restricted stock units, in the original grant amount of 13,442, began vesting in four equal annual installments on February 25, 2017.
(7)	These stock options, in the original grant amount of 22,284 will begin vesting in four equal annual installments on February 23, 2019.
(8)	These stock options, in the original grant amount of 32,080, began vesting in four equal annual installments on February 24, 2018.
(9)	These stock options, in the original grant amount of 31,335, began vesting in four equal annual installments on February 25, 2017.
(10)	These stock options, in the original grant amount of 26,471, began vesting in four equal annual installments on February 26, 2016.
(11)	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.
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