

Bloomin' Brands, Inc.
 Form 4
 August 03, 2016

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2015
 Estimated average burden hours per response... 0.5

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 *
 Scarlett Gregg

(Last) (First) (Middle)
 2202 N. WEST SHORE BLVD.
 (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)
 08/01/2016

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&Pres. Outback Steakhouse

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				(A) or (D) Price	21,893	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 Number Shares
Restricted Stock Units	\$ 0	08/01/2016		A		25,000		<u>(1)</u>	<u>(2)</u>	Common Stock	25,000
Stock Option (right to buy)	\$ 17.96	08/01/2016		A		100,000		<u>(3)</u>	08/01/2026	Common Stock	100,000
Restricted Stock Units	\$ 0							<u>(4)</u>	<u>(2)</u>	Common Stock	14,562
Restricted Stock Units	\$ 0							<u>(5)</u>	<u>(2)</u>	Common Stock	18,750
Stock Option (right to buy)	\$ 17.8							<u>(6)</u>	03/01/2026	Common Stock	42,056
Stock Option (right to buy)	\$ 17.15							<u>(7)</u>	02/25/2026	Common Stock	33,940
Stock Option (right to buy)	\$ 24.14							<u>(8)</u>	03/12/2025	Common Stock	100,000
Stock Option (right to buy)	\$ 25.36							<u>(9)</u>	02/26/2025	Common Stock	14,700
Stock Option (right to buy)	\$ 25.32							<u>(10)</u>	02/27/2024	Common Stock	12,160
Stock Option (right to buy)	\$ 18.73							<u>(11)</u>	02/01/2023	Common Stock	75,000

Stock Option (right to buy)	\$ 6.5	(12)	09/02/2020	Common Stock	37,140
Stock Option (right to buy)	\$ 6.5	(13)	04/06/2020	Common Stock	42,860

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Scarlett Gregg 2202 N. WEST SHORE BLVD. TAMPA, FL 33607			EVP&Pres. Outback Steakhouse	

Signatures

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

08/03/2016

__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) These restricted stock units in the original grant amount of 25,000 will begin vesting in four equal annual installments on August 1, 2017.
- (2) This field is not applicable.
- (3) These stock options in the original grant amount of 100,000 will begin vesting in four equal annual installments on August 1, 2017.
- (4) These restricted stock units in the original grant amount of 25,000 will begin vesting in four equal annual installments on February 25, 2017.
- (5) These restricted stock units in the original grant amount of 25,000 began vesting in four equal annual installments on March 12, 2016.
- (6) This stock option vests on March 1, 2018.
- (7) These stock options in the original grant amount of 33,946 will begin vesting in four equal annual installments on February 25, 2017.
- (8) These stock options in the original grant amount of 100,000 began vesting in four equal annual installments on March 12, 2016.
- (9) These stock options in the original grant amount of 14,706 began vesting in four equal annual installments on February 26, 2016.
- (10) These stock options in the original grant amount of 12,166 began vesting in four equal annual installments on February 27, 2015.
- (11) These stock options in the original grant amount of 75,000 began vesting in four equal annual installments on February 1, 2014.
- (12) This stock option is fully vested.
- (13) This stock option is a replacement stock option and is 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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