

Bloomin' Brands, Inc.  
 Form 4  
 April 26, 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 \*  
 Smith Jeffrey S

(Last) (First) (Middle)  
 2202 NORTH 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)  
 04/25/2016

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V Amount (A) or (D) Price                                         |                                                                                               |                                                          |                                                       |
| Common Stock                    | 04/25/2016                           |                                                    | F                              | 1,710 (1) D \$ 0                                                  | 44,099                                                                                        | D                                                        |                                                       |
| Common Stock                    | 04/25/2016                           |                                                    | A                              | 6,250 (2) A \$ 0                                                  | 50,349                                                                                        | D                                                        |                                                       |
| Common Stock                    | 04/25/2016                           |                                                    | F                              | 1,710 (3) D \$ 0                                                  | 48,639 (4)                                                                                    | 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)

number.

**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. F         |                            |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|--------------|----------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                               | Title        | Amount or Number of Shares |
| Restricted Stock Units                     | \$ 0                                                   |                                      |                                                    |                                |                                                                                         | (5)                                                      | (6)                                                           | Common Stock | 18,047                     |
| Stock Option (right to buy)                | \$ 6.5                                                 |                                      |                                                    |                                |                                                                                         | (7)                                                      | 04/06/2020                                                    | Common Stock | 249,000                    |
| Stock Option (right to buy)                | \$ 17.15                                               |                                      |                                                    |                                |                                                                                         | (8)                                                      | 02/25/2026                                                    | Common Stock | 42,070                     |
| Stock Option (right to buy)                | \$ 17.4                                                |                                      |                                                    |                                |                                                                                         | (9)                                                      | 02/26/2023                                                    | Common Stock | 43,409                     |
| Stock Option (right to buy)                | \$ 25.32                                               |                                      |                                                    |                                |                                                                                         | (10)                                                     | 02/27/2024                                                    | Common Stock | 29,157                     |
| Stock Option (right to buy)                | \$ 25.36                                               |                                      |                                                    |                                |                                                                                         | (11)                                                     | 02/26/2025                                                    | Common Stock | 42,280                     |

## Reporting Owners

Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

EVP&Pres Outback Steakhouse

Smith Jeffrey S  
2202 NORTH WEST SHORE BLVD  
SUITE 500  
TAMPA, FL 33607

## Signatures

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

04/26/2016

\_\_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 shares were withheld by the issuer to pay for the applicable withholding tax due upon vesting of certain restricted stock.
- (2) Represent shares of common stock acquired upon vesting of certain performance-based share units as a result of achievement of performance goals.
- (3) Represents shares of common stock withheld by the issuer to pay for the applicable withholding tax due upon vesting of certain performance-based share units.
- (4) Certain of these shares represent restricted stock units issued under a Bloomin' Brands, Inc. stock plan and are subject to a risk of forfeiture. Of such shares, 6,250 continue to be subject to forfeiture under the plan as of the date of this filing.
- (5) These restricted stock units vest in four equal annual installments beginning on February 25, 2017.
- (6) This field is not applicable.
- (7) This stock option is a replacement stock option and is fully vested.
- (8) This stock option vests in four equal annual installments beginning on February 25, 2017.
- (9) This stock option vests in four equal annual installments beginning on February 26, 2014.
- (10) This stock option vests in four equal annual installments beginning on February 27, 2015.
- (11) This stock option vests in four equal annual installments beginning on February 26, 2016.

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.