

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB Number: 3235-0287

Estimated average burden hours per response: 0.5

1. Name and Address of Reporting Person * <u>George Kevin B</u> (Last) (First) (Middle) <u>BEAM INC.</u> <u>510 LAKE COOK ROAD</u> (Street) <u>DEERFIELD IL 60015</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BEAM INC [NYSE: BEAM]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>03/18/2013</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP & Chief Marketing Officer</u> 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
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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, par value \$3.125	03/18/2013		M ⁽¹⁾		6,056	A	\$51.0792	6,056	D	
Common Stock, par value \$3.125	03/18/2013		S		6,056	D	\$63.0179 ⁽²⁾	0	D	
Common Stock, par value \$3.125	03/19/2013		M ⁽¹⁾		1,944	A	\$51.0792	1,944	D	
Common Stock, par value \$3.125	03/19/2013		M ⁽¹⁾		12,046	A	\$35.6741	13,990	D	
Common Stock, par value \$3.125	03/19/2013		S		13,990	D	\$63.1454 ⁽³⁾	0	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$51.0792	03/18/2013		M ⁽¹⁾			6,056	(4)	02/22/2021	Common Stock	6,056	\$0	18,039	D	
Stock Option (Right to Buy)	\$51.0792	03/19/2013		M ⁽¹⁾			1,944	(4)	02/22/2021	Common Stock	1,944	\$0	16,095	D	
Stock Option (Right to Buy)	\$35.6741	03/19/2013		M ⁽¹⁾			12,046	09/30/2012	09/30/2016	Common Stock	12,046	\$0	0	D	

Explanation of Responses:

1. Reflects the exercise of stock options issued under Beam's Long-Term Incentive Plans.
2. The price in column 4 is the weighted average selling price of the shares. The shares were sold in multiple transactions at prices ranging from \$63.00 to \$63.17, inclusive. The Reporting Person undertakes to provide to the SEC, Beam and any security holder full information regarding the number of shares and the prices at which the shares were sold.
3. The price in column 4 is the weighted average selling price of the shares. The shares were sold in multiple transactions at prices ranging from \$63.00 to \$63.47, inclusive. The Reporting Person undertakes to provide to the SEC, Beam and any security holder full information regarding the number of shares and the prices at which the shares were sold.
4. The options vested as to 8,032 shares on each of February 22, 2012 and February 22, 2013 and will vest as to the remaining 8,031 shares on February 22, 2014.

Leslie W. Jensen, Attorney-in-Fact for Kevin B. George 03/20/2013

** Signature of Reporting Person Date

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

* 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).

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.