

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

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

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]	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) EVP Digital and CIO
	3. Date of Earliest Transaction (Month/Day/Year) 02/25/2016	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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							10,942	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					
Restricted Stock Units	\$0.0							10/01/2015 ⁽¹⁾	(2)	Common Stock	37,500	37,500	D	
Restricted Stock Units	\$0.0	02/25/2016		A		13,442		(3)	(2)	Common Stock	13,442	\$0	13,442	D
Stock Option (right to buy)	\$17.15	02/25/2016		A		31,335		(4)	02/25/2026	Common Stock	31,335	\$0	31,335	D
Stock Option (right to buy)	\$18.12							10/01/2015 ⁽⁵⁾	10/01/2024	Common Stock	250,000		250,000	D
Stock Option (right to buy)	\$25.36							02/26/2016 ⁽⁶⁾	02/26/2025	Common Stock	26,471		26,471	D

Explanation of Responses:

- These restricted stock units vest in four equal annual installments beginning on October 1, 2015.
- This field is not applicable.
- These restricted stock units vest in four equal annual installments beginning on February 25, 2017.
- This stock option vests in four equal annual installments beginning on February 25, 2017.
- This stock option vests in four equal annual installments beginning on October 1, 2015.
- This stock option vests in four equal annual installments beginning on February 26, 2016.

Remarks:

Kelly Lefferts, Attorney in
Fact

02/29/2016

** 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.

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