

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	
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1. Name and Address of Reporting Person* <u>HERLIHY DONAGH</u> (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 <u>Bloomin' Brands, Inc. [BLMN]</u>	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) 02/26/2018	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	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

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	02/26/2018		M		7,834 ⁽¹⁾	A	\$17.15	11,913	D	
Common Stock	02/26/2018		S		7,834 ⁽¹⁾	D	\$24	4,079	D	
Common Stock	02/26/2018		M		8,020 ⁽¹⁾	A	\$17.27	12,099	D	
Common Stock	02/26/2018		S		8,020 ⁽¹⁾	D	\$24	4,079	D	
Common Stock	02/26/2018		M		2,304 ⁽²⁾	A	\$0	6,383	D	
Common Stock	02/26/2018		F		1,008 ⁽³⁾	D	\$24.105	5,375	D	
Common Stock	02/26/2018		S		5,375 ⁽¹⁾	D	\$23.69 ⁽⁴⁾	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
Stock Option (right to buy)	\$17.15	02/26/2018		M		7,834 ⁽¹⁾		(5)	02/25/2026	Common Stock	7,834	\$0	15,668	D	
Stock Option (right to buy)	\$17.27	02/26/2018		M		8,020 ⁽¹⁾		(6)	02/24/2027	Common Stock	8,020	\$0	24,060	D	
Restricted Stock Units	\$0.0 ⁽⁷⁾							(8)	(9)	Common Stock	9,516		9,516	D	
Restricted Stock Units	\$0.0 ⁽⁷⁾							(10)	(9)	Common Stock	10,101		10,101	D	
Restricted Stock Units	\$0.0 ⁽⁷⁾							(11)	(9)	Common Stock	6,721		6,721	D	
Restricted Stock Units	\$0.0 ⁽⁷⁾							(12)	(9)	Common Stock	12,500		12,500	D	
Stock Option (right to buy)	\$24.1							(13)	02/23/2028	Common Stock	22,284		22,284	D	
Stock Option (right to buy)	\$25.36							(14)	02/26/2025	Common Stock	26,471		26,471	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)	\$18.12							(15)	10/01/2024	Common Stock	62,500		62,500	D	

Explanation of Responses:

- This transaction was effected by the reporting person pursuant to a Rule 10b5-1 trading plan that was entered into on November 10, 2017.
- Represents shares of common stock acquired upon vesting of certain performance-based share units as a result of achievement of performance goals.
- These shares were withheld by the issuer to pay for the applicable withholding tax due upon vesting of certain performance-based share units.
- Price reflected is the weighted-average sale price for shares sold. The shares were sold in multiple transactions, and the range of sale prices for the transactions reported was \$23.66 to \$23.82. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or any staff member of the Securities and Exchange Commission, upon request, information regarding the number of shares sold at each separate price.
- These stock options, in the original grant amount of 31,335, began vesting in four equal annual installments on February 25, 2017.
- These stock options, in the original grant amount of 32,080, began vesting in four equal annual installments on February 24, 2018.
- Each restricted stock unit represents the contingent right to receive one share of common stock of the issuer upon vesting of the unit.
- These restricted stock units, in the original grant amount of 9,516, will begin vesting in four equal annual installments on February 23, 2019.
- This field is not applicable.
- These restricted stock units, in the original grant amount of 13,467, began vesting in four equal annual installments on February 24, 2018.
- These restricted stock units, in the original grant amount of 13,442, began vesting in four equal annual installments on February 25, 2017.
- These restricted stock units, in the original grant amount of 50,000, began vesting in four equal annual installments on October 1, 2015.
- These stock options, in the original grant amount of 22,284 will begin vesting in four equal annual installments on February 23, 2019.
- These stock options, in the original grant amount of 26,471, began vesting in four equal annual installments on February 26, 2016.
- These stock options, in the original grant amount of 250,000, began vesting in four equal annual installments on October 1, 2015.

Remarks:

Kelly Lefferts, Attorney in Fact 02/28/2018

** 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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