

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* <u>Smith Jeffrey S</u> (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 <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) <u>EVP&Pres Outback Steakhouse</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>02/26/2015</u>	
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	02/27/2015		M ⁽¹⁾		25,000	A	\$6.5	60,767	D	
Common Stock	02/27/2015		S ⁽¹⁾		25,000	D	\$26	35,767	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)	\$6.5	02/27/2015		M ⁽¹⁾			25,000	(2)	04/06/2020	Common Stock	25,000	\$6.5	249,000	D	
Stock Option (right to buy)	\$17.4							(3)	02/26/2023	Common Stock	43,409		43,409	D	
Stock Option (right to buy)	\$25.32							(4)	02/27/2024	Common Stock	29,157		29,157	D	
Stock Option (right to buy)	\$25.36	02/26/2015		A		42,280		02/26/2016 ⁽⁵⁾	02/26/2025	Common Stock	42,280	\$25.36	42,280	D	

Explanation of Responses:

- This transaction was effected by the reporting person pursuant to a Rule 10b5-1 trading plan.
- This stock option is a replacement stock option and is fully vested.
- This stock option vests in four equal annual installments beginning on February 26, 2014.
- This stock option vests in four equal annual installments beginning on February 27, 2015.
- This stock option vests in four equal annual installments beginning on February 26, 2016.

Remarks:

/s/ Kelly Lefferts, as Attorney-in-Fact 03/02/2015

** 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.