FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: 3235-0287

0.5

Estimated average burden hours per response:

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

1. Title of Security (Instr. 3)  2. Transac Date (Month/Date)				2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 5)		5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
		Table I - Noi	n-Derivative S	ecurities Acq	uired, Disp	oosed of, or Benefi	cially	Owned			
(City)	(State)	(Zip)									
(Street) ATLANTA	GA	30309					X	Form filed by One Form filed by Mon Person			
-				mendment, Date of	Original Filed	(Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)				
	BRANDS, INC TREE STREET,			/2000				St. Vice Fres.	e Gen. Count	JC1	
(Last)	(First)	(Middle)	3. Date 01/06	e of Earliest Transac	ction (Month/E	Day/Year)	X	Officer (give title below)  Sr. Vice Pres.	below	,	
	ress of Reporting F KENYON W			er Name <b>and</b> Ticke JITY BRANI				tionship of Reportin all applicable) Director	.,	(s) to Issuer 10% Owner	
	<i>,</i> .			ction 30(h) of the Inv		pany Act of 1940				'	

ATLANTA	GA							Form filed by More than One Reporting Person					
(City)	(State)	(Zip)											
		Table I - Non-Deriva	ative Se	curities Acq		Disp				Owned			
1. Title of Security (Instr. 3)		2. Transa Date (Month/D	ay/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of 5)	Acquired (D) (Instr	(A) or . 3, 4 and	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirec Beneficia Ownershi (Instr. 4)	
					Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(111341. 44)	
Common Stock		01/06	2006		S		700	D	\$35.28	33,211	D		
Common Stock		01/06	2006		M		1,000	A	\$16.5	34,211	D		
Common Stock		01/06	2006		S		1,000	D	\$35.27	33,211	D		
Common Stock		01/06	2006		M		700	A	\$16.5	33,911	D		
Common Stock		01/06	2006		S		700	D	\$35.26	33,211	D		
Common Stock		01/06	2006		M		854	A	\$16.5	34,065	D		
Common Stock		01/06	2006		S		854	D	\$35.25	33,211	D		
Common Stock		01/06	2006		M		2,302	A	\$16.5	35,513	D		
Common Stock		01/06	2006		S		2,302	D	\$35.24	33,211	D		
Common Stock		01/06	2006		M		100	A	\$16.5	33,311	D		
Common Stock		01/06	2006		S		100	D	\$35.23	33,211	D		
Common Stock		01/06	2006		M		400	A	\$16.5	33,611	D		
Common Stock		01/06	2006		S		400	D	\$35.22	33,211	D		
Common Stock		01/06	2006		M		900	A	\$13.8	34,111	D		
Common Stock		01/06	2006		S		900	D	\$35.5	33,211	D		
Common Stock		01/06	2006		M		1,456	A	\$13.8	34,667	D		
Common Stock		01/06	2006		S		1,456	D	\$35.49	33,211	D		
Common Stock		01/06	2006		M		100	A	\$13.8	33,311	D		
Common Stock		01/06	2006		S		100	D	\$35.47	33,211	D		
Common Stock		01/06	2006		M		500	A	\$13.8	33,711	D		
Common Stock		01/06	2006		S		500	D	\$35.45	33,211	D		
Common Stock		01/06	2006		M		500	A	\$13.8	33,711	D		
Common Stock		01/06	2006		S		500	D	\$35.44	33,211	D		
Common Stock		01/06	2006		M		500	Α	\$13.8	33,711	D		
Common Stock		01/06	2006		S		500	D	\$35.4	33,211	D		
Common Stock		01/06	2006		M		500	A	\$13.8	33,711	D		
Common Stock		01/06	2006		S		500	D	\$35.37	33,211	D		
Common Stock		01/06	2006		M		500	A	\$13.8	33,711	D		
Common Stock		01/06	2006		S		500	D	\$35.36	33,211	D		

1. Title of Security (Instr. 3)				nsaction th/Day/Yea	ar)	2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr. 8)				, 4 and Sec Ber Ow		ities icially d Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
								Code	v	Amount	(A)	(A) or (D) Price			action(s) 3 and 4)		(Instr. 4)
Common	01	/06/2006	06/2006			М		800		A \$	13.8	34,011		D			
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	(e.g., 3A. Deemed Execution Date, if any (Month/Day/Yea	med don Date, Transacti			mber rative rities ired r cosed ) . 3, 4	options, cc 6. Date Exercis Expiration Date (Month/Day/Yea		able and	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)  Amount or Number of		8. Pr Deriv Sect (Inst		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)

**Explanation of Responses:** 

By: Jill A. Gilmer, under
Power of Attorney For:
Kenyon W. Murphy

01/10/2006

\*\* Signature of Reporting Person Date

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

- $^{\star}$  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.