BRADY CORP
Form 4
August 08, 2007

# FORM 4

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

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION
**Washington, D.C. 20549**

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL

| | |
|---|---|
| OMB Number: | 3235-0287 |
| Expires: | January 31, 2005 |
| Estimated average burden hours per response... | 0.5 |

(Print or Type Responses)

1. Name and Address of Reporting Person *
SEPHTON PETER C

(Last) (First) (Middle)

BRADY CORPORATION, WILDMERE RD. INDUSTRIAL ESTATES

(Street)

BANBURY, X0 OX16 3JU

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
BRADY CORP [BRC]

3. Date of Earliest Transaction (Month/Day/Year)
08/07/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
VP Brady Europe

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 | | | |
| Class A Common Stock | 08/07/2007 | | X | | 8,000 | A | $ 16 | 8,000 | D | |
| Class A Common Stock | 08/07/2007 | | S | | 8,000 | D | $ 37.75 | 0 | D | |
| Class A Common Stock | 08/07/2007 | | X | | 7,000 | A | $ 14.1575 | 7,000 | D | |
| Class A | 08/07/2007 | | S | | 7,000 | D | $ 38 | 0 | D | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Common Stock | | | | | | | | |
| Class A Common Stock | 08/07/2007 | | X | 10,000 | A | $ 16.3875 | 10,000 | D |
| Class A Common Stock | 08/07/2007 | | S | 10,000 | D | $ 38.03 | 0 | D |

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

**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 control number.**

SEC 1474 (9-02)

**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 Amoun Underlying Securit (Instr. 3 and 4) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amo or Num of Sh |
| Option to Buy | $ 37.75 | 08/07/2007 | | X | | 8,000 | | 10/16/2002 [(1)](#) | 10/16/2011 [(1)](#) | Class A Common Stock | 8,0 |
| Option to Buy | $ 38 | 08/07/2007 | | X | | 7,000 | | 10/24/2001 [(1)](#) | 10/24/2010 [(1)](#) | Class A Common Stock | 7,0 |
| Option to Buy | $ 38.003 | 08/07/2007 | | X | | 10,000 | | 11/14/2003 [(1)](#) | 11/14/2012 [(1)](#) | Class A Common Stock | 10,0 |

# Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---|---|---|---|
| | Director | 10% Owner | Officer | Other |
| SEPHTON PETER C<br>BRADY CORPORATION<br>WILDMERE RD. INDUSTRIAL ESTATES | | | VP Brady Europe | |

BANBURY, X0 OX16 3JU

## Signatures

| | |
|---|---|
| /s/ Barbara Bolens | 08/08/2007 |
| **Signature of Reporting Person | Date |

## Explanation of Responses:

* 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).

**(1)** These shares were sold under rule 144 pursuant to a 10b-5 Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.