

BRADY CORP  
Form 4  
January 05, 2011

**FORM 4**

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

OMB APPROVAL

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

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 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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Curran Bentley

(Last) (First) (Middle)  
6555 WEST GOOD HOPE ROAD  
(Street)

MILWAUKEE, WI 53223

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
01/03/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
VP Chief Information Officer

6. Individual or Joint/Group Filing (Check Applicable Line)  
 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	(D)	Price
Class A Common Stock <sup>(1)</sup>	11/03/2010		A		13.1751	A	\$ 31.71 2,351.9288
Class A Common Stock <sup>(1)</sup>	11/08/2010		A		0.0927	A	\$ 32.78 2,352.0215
Class A Common Stock <sup>(1)</sup>	11/10/2010		A		0.0037	A	\$ 32.37 2,352.0252
Class A Common	11/16/2010		A		0.0006	A	\$ 31.45 2,352.0258

Stock <sup>(1)</sup>

Class A Common Stock <sup>(3)</sup>	01/03/2011	M	3,500	A	\$ 17.325	5,852.0258	D
---	------------	---	-------	---	--------------	------------	---

Class A Common Stock	01/03/2011	S	3,500	D	\$ 35	2,352.0258 <u>(1)</u>	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 Amount of Underlying Security (Instr. 3 and 4)
				Code V	(A) (D)	Date Exercisable Expiration Date	Title
Deferred Compensation Units	\$ 31.81 <u>(2)</u>	11/03/2010		A	0.5769	<u>(2)</u> <u>(2)</u>	Class A Common Stock 0.5
Deferred Compensation Units	\$ 30.84 <u>(2)</u>	11/30/2010		A	0.0016	<u>(2)</u> <u>(2)</u>	Class A Common Stock 0.0
Exercise of Stock Option <u>(3)</u>	\$ 17.325	01/03/2011		M	3,500	11/20/2003 11/20/2013	Class A Common Stock 3,

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Curran Bentley 6555 WEST GOOD HOPE ROAD MILWAUKEE, WI 53223			VP Chief Information Officer	

## Signatures

Krista Ebbens, as  
Attorney-In-Fact

01/05/2011

\_\_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) Represents shares of Class A Common Stock purchased under the issuer's 401(K) payroll deduction plan.

The deferred compensation stock units were acquired under the Brady Corporation employee deferred compensation plan. Each deferred  
(2) compensation unit is the economic equivalent of one share of Class A Common Stock. The deferred compensation units become payable  
in share of Brady's Class A Common Stock upon the reporting persons cessation of service as an employee of Brady Corporation.

(3) Stock option exercise as of January 3, 2011.

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.