

JAEHNERT FRANK M
Form 4
September 27, 2012

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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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 *
JAEHNERT FRANK M

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
6555 W. GOOD HOPE RD.

3. Date of Earliest Transaction (Month/Day/Year)
09/26/2012

Director 10% Owner
 Officer (give title below) Other (specify below)
President & CEO

(Street)
MILWAUKEE, WI 53223

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

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)
Class A Common Stock					5,446.3248 ⁽¹⁾	I	Spouse
Class A Common Stock	09/25/2012	⁽⁴⁾	A	23,813 A	\$ 13.31 61,567	D	
Class A Common Stock					18,302.7479 ⁽³⁾	D	

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

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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 Securities (Instr. 3 and 4)	Amount or Number of Shares
Deferred Compensation Unit	(2)					(2) (2)	Class A Common Stock	(2)
Stock Option Net Exercise	\$ 13.31	09/25/2012		M	23,813	(4) (4)	Class A Common Stock	23,813

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JAEHNERT FRANK M 6555 W. GOOD HOPE RD. MILWAUKEE, WI 53223	X		President & CEO	

Signatures

Sherilyn Whitmoyer, Attorney
in Fact
Date: 09/26/2012

**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) The reporting person disclaims beneficial ownership of these securities to the extent jointly owned and this report shall not be deemed an admission that the reporting person is the beneficiary of these securities for Section 16 purposes or any other purpose.
- (2) The deferred compensation stock units were acquired under the Brady Corporation Director Deferred Compensation Plan. Each deferred compensation unit is the economic equivalent of one share of Brady's Class A Common Stock upon the reporting person's cessation of service as a director.

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- (3) Represents shares of Class A Common Stock purchased under the issuer's 401(k) payroll deduction plan.
- (4) Represents net exercise of stock option, an exercise of 65,000 options minus shares necessary to pay tax withholding, netting in 23,813 shares.

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.