

BRADY CORP  
Form 4  
August 08, 2007

**FORM 4**

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

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 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 \*  
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  
 Officer (give title below)  Other (specify below)  
VP Brady Europe

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)
				(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 Common Stock	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
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Class A Common Stock	08/07/2007	S	10,000	D	\$ 38.03	0	D
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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 Security (Instr. 3 and 4)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to Buy	\$ 37.75	08/07/2007		X	8,000	10/16/2002 <sup>(1)</sup>	10/16/2011 <sup>(1)</sup>	10/16/2002 <sup>(1)</sup>	10/16/2011 <sup>(1)</sup>	Class A Common Stock	8,000
Option to Buy	\$ 38	08/07/2007		X	7,000	10/24/2001 <sup>(1)</sup>	10/24/2010 <sup>(1)</sup>	10/24/2001 <sup>(1)</sup>	10/24/2010 <sup>(1)</sup>	Class A Common Stock	7,000
Option to Buy	\$ 38.003	08/07/2007		X	10,000	11/14/2003 <sup>(1)</sup>	11/14/2012 <sup>(1)</sup>	11/14/2003 <sup>(1)</sup>	11/14/2012 <sup>(1)</sup>	Class A Common Stock	10,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SEPHTON PETER C BRADY CORPORATION 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.

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