

BRADY CORP  
Form 3  
January 08, 2010

**FORM 3** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Pearce Aaron James		(Month/Day/Year)	BRADY CORP [BRC]	
(Last)	(First)	(Middle)	01/01/2010	
6555 W. GOOD HOPE ROAD		4. Relationship of Reporting Person(s) to Issuer		
(Street)		(Check all applicable)		
MILWAUKEE, Â WI Â 53223		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) V.P., Treasurer, Dir. of I.R.		
(City)	(State)	(Zip)	5. If Amendment, Date Original Filed(Month/Day/Year)	
1. Title of Security		6. Individual or Joint/Group Filing(Check Applicable Line)		
(Instr. 4)		<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock <sup>(1)</sup>	50.603	D	Â
Class A Common Stock <sup>(2)</sup>	1,956.3495	D	Â

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Deffered Compensation Units <sup>(3)</sup>	Â <sup>(3)</sup>	Â <sup>(3)</sup>	Class A Common Stock	2,899.3329	\$ <sup>(3)</sup>	D	Â
Class A Common Stock <sup>(4)</sup>	11/18/2005	11/18/2014	Option to Buy	3,000	\$ 28.8425	D	Â
Class A Common Stock <sup>(5)</sup>	11/30/2006	11/30/2015	Option to Buy	5,000	\$ 37.83	D	Â
Class A Common Stock <sup>(6)</sup>	11/30/2007	11/30/2016	Option to Buy	5,000	\$ 38.19	D	Â
Class A Common Stock <sup>(7)</sup>	12/04/2008	12/04/2017	Option to Buy	5,000	\$ 38.31	D	Â
Class A Common Stock <sup>(8)</sup>	07/22/2013	07/22/2018	Option to Buy	20,000	\$ 36.07	D	Â
Class A Common Stock <sup>(9)</sup>	12/04/2009	12/04/2018	Option to Buy	5,000	\$ 20.95	D	Â
Class A Common Stock <sup>(10)</sup>	09/25/2010	09/25/2019	Option to Buy	7,000	\$ 28.73	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Pearce Aaron James 6555 W. GOOD HOPE ROAD MILWAUKEE, WI 53223	Â	Â	Â V.P., Treasurer, Dir. of I.R.	Â

## Signatures

Krista Ebbens, as  
Attorney-in-fact

01/08/2010

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 ESPP.
- (2) Represents shares of Class A Common Stock purchased under the issuer's 401(K) payroll deduction plan.
- (3) The deferred compensation stock units were acquired under the Brady Corporation employee deferred compensation plan. Each deferred 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.
- (4) These options vested one-third each fiscal year 2005-2007, and are fully vested.

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- (5) These options vested one-third each fiscal year 2006-2008, and are fully vested.
- (6) These options vested one-third each fiscal year 2007-2009, and are fully vested.
- (7) These options vest one-third each fiscal year 2008-2010.
- (8) These are cliff options and fully vest in 5 years after issuance on July 22, 2013.
- (9) These options vest one-third each fiscal year 2009-2011.
- (10) These options vest one-third each fiscal year 2010-2012.

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.