

BRADY CORP  
Form 4  
December 07, 2007

**FORM 4**

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

OMB APPROVAL

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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 \*  
**MATHIESON DAVID**

(Last) (First) (Middle)

6555 WEST GOOD HOPE RD.,

(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)  
12/06/2007

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 & CFO

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	12/06/2007		M		2,600	A	\$ 16
Class A Common Stock	12/06/2007		S		2,600	D	\$ 39.3024
Class A Common Stock	12/06/2007		M		9,000	A	\$ 16.3875
Class A Common	12/06/2007		S		9,000	D	\$ 39.3024

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Stock								
Class A Common Stock	12/06/2007		M	8,000	A	\$ 17.325	8,000	D
Class A Common Stock	12/06/2007		S	8,000	D	\$ 39.3024	0	D
Class A Common Stock	12/06/2007		M	30,000	A	\$ 22.6325	30,000	D
Class A Common Stock	12/06/2007		S	30,000	D	\$ 39.3024	0	D
Class A Common Stock	12/06/2007		M	6,330	A	\$ 28.8425	6,330	D
Class A Common Stock	12/06/2007		S	6,330	D	\$ 39.3024	23,670	D

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

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(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
Option to Buy	\$ 16	12/06/2007		M	2,600	10/16/2002 <sup>(1)</sup> 10/16/2011 <sup>(1)</sup>	Class A Common Stock
Option to Buy	\$ 16.3875	12/06/2007		M	9,000	11/14/2003 <sup>(1)</sup> 11/14/2012 <sup>(1)</sup>	Class A Common Stock

Option to Buy	Price	Expiration	Exercise	Quantity	Grant Date	Expiration Date	Class	Quantity
Option to Buy	\$ 17.325	12/06/2007	M	8,000	11/20/2004 <sup>(1)</sup>	11/20/2013 <sup>(1)</sup>	Class A Common Stock	8,000
Option to Buy	\$ 22.6325	12/06/2007	M	30,000	08/02/2005 <sup>(1)</sup>	08/01/2014 <sup>(1)</sup>	Class A Common Stock	30,000
Option to Buy	\$ 28.8425	12/06/2007	M	6,330	08/18/2005 <sup>(1)</sup>	08/18/2014 <sup>(1)</sup>	Class A Common Stock	6,330

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MATHIESON DAVID 6555 WEST GOOD HOPE RD., MILWAUKEE, WI 53223			VP & CFO	

## Signatures

/s/ Barbara Bolens, as  
Attorney-In-Fact

12/07/2007

\*\*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 options were exercised and sold under the Rule 144.

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.