

BRADY CORP  
Form 4  
July 10, 2013

**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 \*  
**KLOTSCH ALLAN J**

(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)  
**07/08/2013**

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)

Senior Vice President - HR

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	07/08/2013		M		30,000	A	\$ 22.6325
					33,060		D
Class A Common Stock	07/08/2013		S		30,000	D	\$ 31.3073
					3,060		D
Class A Common Stock	07/08/2013		M		30,000	A	\$ 28.8425
					33,060		D
Class A Common	07/08/2013		S		30,000	D	\$ 31.2713
					3,060		D

Stock

Class A  
Common 07/09/2013 M 25,000 A \$ 20.95 28,060 D  
Stock

Class A  
Common 07/09/2013 S 25,000 D \$ 31.3945 3,060 D  
Stock

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 Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock Option Exercise	\$ 22.6325	07/08/2013		M	30,000	08/02/2007 08/02/2014	Class A Common Stock 30,000
Stock Option Exercise	\$ 28.8425	07/08/2013		M	30,000	11/18/2007 11/18/2014	Class A Common Stock 30,000
Stock Option Exercise	\$ 20.95	07/09/2013		M	25,000	12/04/2011 12/04/2018	Class A Common Stock 25,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KLOTSCHE ALLAN J 6555 WEST GOOD HOPE ROAD MILWAUKEE, WI 53223			Senior Vice President - HR	

## Signatures

Heidi Knueppel,  
Attorney-In-Fact

07/10/2013

\_\_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).

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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