MORGAN JAMES B

Form 4

October 02, 2007

FORM 4

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

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

3235-0287 January 31, Expires:

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OMB APPROVAL

Section 16. Form 4 or Form 5 obligations

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

response...

may continue. See Instruction

1(b).

Inc. Zero

(Print or Type Responses)

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading **MORGAN JAMES B** Issuer Symbol DAKTRONICS INC /SD/ [DAKT] (Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) _X__ Director 10% Owner X_ Officer (give title Other (specify 331 32ND AVENUE, PO BOX 5128 10/01/2007 below) CEO & President (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting **BROOKINGS, SD 57006**

Ditooinito	Person								
(City)	(State) (Z	Table	I - Non-De	erivative S	Securi	ties Acq	uired, Disposed	of, or Benefic	ially Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	(D) (Instr. 3,	ispose 4 and (A) or	d of	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)
Daktronics, Inc. Zero Par Value Common Stock	10/01/2007		S	4,000 (1)	D	\$ 27.1	1,560,540	D	
Daktronics, Inc. Zero Par Value Common Stock	10/01/2007		S	1,000 (1)	D	\$ 28	1,559,540	D	
Daktronics,							2,920	I	By Child A

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Par Value Common Stock Daktronics, Inc. Zero Par Value 2,920 I By Child B Common Stock Daktronics, By Inc. Zero 37,408.309 Daktronics, Par Value I (2) Inc. 401(K)

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

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SEC 1474

(9-02)

Plan

9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	Date Exer	cisable and	7. Titl	le and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transac	ctionNumbe	er Expiration D	ate	Amou	int of	Derivative
Security	or Exercise		any	Code	of	(Month/Day	/Year)	Under	rlying	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8	3) Deriva	tive		Secur	ities	(Instr. 5)
	Derivative				Securi	ies		(Instr.	. 3 and 4)	
	Security				Acquii	ed				
	-				(A) or					
					Dispos	ed				
					of (D)					
					(Instr.	3,				
					4, and	5)				
									Amount	
						Date	Expiration	m: 1	or	
						Exercisable	•	Title Numbe		
									of	
				Code	V (A) (D)			Shares	

Reporting Owners

Common

Stock

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
MORGAN JAMES B								
331 32ND AVENUE	X		CEO & President					
PO BOX 5128	Λ		CEO & Flesidelli					
BROOKINGS, SD 57006								

Reporting Owners 2

Deletionshin

Signatures

By: /s/ James B. 10/02/2007 Morgan

**Signature of Reporting Date

Person

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).
- The sales reported in thie Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 29, 2007.
- (2) The information in this report is based on a plan statement dated as of 3 July 2007.

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.

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