

BRADY CORP  
Form 4  
April 03, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
PUNGELLO ELIZABETH P

(Last) (First) (Middle)  
94 RED BUD LANE  
(Street)  
CHAPEL HILL, NC 27514  
(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
BRADY CORP [BRC]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/19/2008

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)

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 (A) or (D) Price   |  |   |                        |
| Class A Common Stock            | 03/19/2008                           |  | S                              |   | 1,300<br>(1)  | D  | \$ 34 780,576 I                                       | By EBL GRAT No.3 Trust |
| Class A Common Stock            | 03/24/2008                           |  | S                              |   | 56,178<br>(1)   | D  | \$ 34 724,396 I                                       | By EBL GRAT No.3 Trust |
| Class A Common Stock            | 03/24/2008                           |  | S                              |   | 300 (1)   | D  | \$ 34.03 724,096 I                                    | By EBL GRAT No.3 Trust |

Edgar Filing: BRADY CORP - Form 4

|                            |            |   |                      |   |           |         |   |                                 |
|----------------------------|------------|---|----------------------|---|-----------|---------|---|---------------------------------|
| Class A<br>Common<br>Stock | 03/24/2008 | S | 200 <u>(1)</u>       | D | \$ 34.06  | 723,896 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/24/2008 | S | 100 <u>(1)</u>       | D | \$ 34.065 | 723,796 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/24/2008 | S | 700 <u>(1)</u>       | D | \$ 34.07  | 723,096 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/24/2008 | S | 200 <u>(1)</u>       | D | \$ 34.09  | 722,896 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/24/2008 | S | 300 <u>(1)</u>       | D | \$ 34.1   | 722,596 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 17,600<br><u>(1)</u> | D | \$ 34     | 704,996 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 1,200<br><u>(1)</u>  | D | \$ 34.01  | 703,796 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 500 <u>(1)</u>       | D | \$ 34.03  | 703,296 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 200 <u>(1)</u>       | D | \$ 34.04  | 703,096 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 300 <u>(1)</u>       | D | \$ 34.05  | 702,796 | I | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 200 <u>(1)</u>       | D | \$ 34.07  | 702,596 | I | By EBL<br>GRAT<br>No.3<br>Trust |
|                            | 03/25/2008 | S | 100 <u>(1)</u>       | D | \$ 34.08  | 702,496 | I |                                 |

Edgar Filing: BRADY CORP - Form 4

|                            |            |   |                      |   |            |         |   |  |                                 |
|----------------------------|------------|---|----------------------|---|------------|---------|---|--|---------------------------------|
| Class A<br>Common<br>Stock |            |   |                      |   |            |         |   |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 100 <u>(1)</u>       | D | \$ 34.09   | 702,396 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 300 <u>(1)</u>       | D | \$ 34.11   | 702,096 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 200 <u>(1)</u>       | D | \$ 34.12   | 701,896 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/25/2008 | S | 100 <u>(1)</u>       | D | \$ 34.14   | 701,796 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/26/2008 | S | 11,800<br><u>(1)</u> | D | \$ 34      | 689,996 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 03/27/2008 | S | 1,300<br><u>(1)</u>  | D | \$ 34      | 688,696 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 04/01/2008 | S | 75,000<br><u>(1)</u> | D | \$ 34      | 613,696 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 04/01/2008 | S | 5,000<br><u>(1)</u>  | D | \$ 34.0049 | 608,696 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 04/01/2008 | S | 5,000<br><u>(1)</u>  | D | \$ 34.0141 | 603,696 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |
| Class A<br>Common<br>Stock | 04/01/2008 | S | 5,000<br><u>(1)</u>  | D | \$ 34.0339 | 598.696 | I |  | By EBL<br>GRAT<br>No.3<br>Trust |

Edgar Filing: BRADY CORP - Form 4

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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 Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Deferred Compensation Units                | \$ 33.89   | 04/01/2008                           |  | J                              | 0.005   | (2)(3) (2)(3)  | Class A Common Stock  | 0.005                      |

## Reporting Owners

| Reporting Owner Name / Address                                   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| PUNGELLO ELIZABETH P<br>94 RED BUD LANE<br>CHAPEL HILL, NC 27514 | X             |           |         |       |

## Signatures

Barbara Bolens, as  
Attorney-In-Fact

04/03/2008

\_\_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) The non-derivative securities sold were indirectly held by Ms. Pungello as TTEE of the EBL GRAT No. 3 DTD trust and were sold pursuant to the 10b5-1 trading plan adopted on December 28 2007.
- (2) This security converts to common stock on 1 for 1 basis.
- (3) The deferred compensation stock units were acquired under the Brady Corporation director deferred compensation plan and are to be settled in installment payments of Brady's Class A Common Stock upon the persons cessation of service as a director.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

## Edgar Filing: BRADY CORP - Form 4

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.