

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Pearce Aaron James</u>	2. Issuer Name and Ticker or Trading Symbol <u>BRADY CORP [BRC]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) <u>V.P., Treasurer, Dir. of I.R.</u>
(Last) (First) (Middle) <u>6555 W. GOOD HOPE ROAD</u>	3. Date of Earliest Transaction (Month/Day/Year) <u>02/28/2013</u>	
(Street) <u>MILWAUKEE WI 53223</u>	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person
(City) (State) (Zip)		

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			
<u>Class A Common Stock</u>	<u>02/28/2013</u>		<u>M</u>		<u>3,000</u>	<u>A</u>	<u>\$28.8425</u>	<u>5,035</u>	<u>D</u>	
<u>Class A Common Stock</u>	<u>02/28/2013</u>		<u>S</u>		<u>3,000</u>	<u>D</u>	<u>\$34.0912</u>	<u>2,035</u>	<u>D</u>	

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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
<u>Stock Option Exercise</u>	<u>\$28.8425</u>	<u>02/28/2013</u>		<u>M</u>			<u>3,000</u>	<u>11/18/2007</u>	<u>11/18/2014</u>	<u>Class A Common Stock</u>	<u>3,000</u>	<u>\$0</u>	<u>0</u>	<u>D</u>	

Explanation of Responses:

Remarks:

New Power of Attorney form is included as Exhibit 24

Heidi Knueppel, Attorney-In-Fact

03/04/2013

** Signature of Reporting Person

Date

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

* 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.

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 Number.

POWER OF ATTORNEY

KNOW ALL BY THESE PRESENTS, that I, the undersigned Executive Officer of Brady Corporation, a Wisconsin corporation (the "Corporation"), hereby revoke all prior, effective, powers of attorney that I have previously executed and hereby constitute and appoint Aaron Pearce, Sherilyn R. Whitmoyer and Heidi Knueppel, and each of them signing individually, as my true and lawful attorney-in-fact to:

- sign for me and on my behalf in my capacity as an Executive of the Corporation Forms 3, 4 or 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934;
- do and perform any and all acts for and on my behalf which may be necessary or desirable to complete any Form 3, 4 or 5 and timely file such form with the United States Securities and Exchange Commission;
- take any other action of any type in connection with the foregoing which, in the opinion of the attorney-in-fact, may be to my benefit, in my best interest, and in the best interest of the Corporation.

I, the undersigned, do hereby grant to each attorney-in-fact full power and authority to do and perform every act and thing whatsoever requisite, necessary, or proper to carry out the above purposes, and I hereby ratify and confirm all that they or any of them shall lawfully do or cause to be done in the exercise of the authority herein granted.

This Power of Attorney shall remain in full force and effect until I am no longer required to file Forms 3, 4 and 5 with respect to my holdings of and transactions in the common stock of the Corporation.

IN WITNESS WHEREOF, the undersigned hereunto sets his or her hand this 4th day of March 2013.

/s/ Aaron J. Pearce

Aaron J. Pearce
V.P. and Treasurer