SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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).

1. Name and Address of Reporting Person*
JAEHNERT FRANK M
(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)
05/01/2013

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
X Director
10% Owner
X Officer (give title below)
Other (specify below)
President & CEO

6. Individual or Joint/Group Filing (Check Applicable Line)
X 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	05/01/2013		A		237[1]	A	$33.38	103,135	D	
Class A Common Stock[2]	05/01/2013		A		519[3]	A	$33.51	92,096	I	Deferred Compensation

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				

Explanation of Responses:

1. Represents shares of class A Common Stock purchased under the issuer's Brady Matched 401(k) Plan. Includes quarterly contributions and a dividend reinvestment.
2. Represents shares of Class A Common Stock acquired under the Brady Corporation Executive Deferred Compensation Plan.
3. Includes the shares acquired from the reporting owner's contributions into the deferred compensation plan and a dividend reinvestment.

Remarks:

Heidi Knueppel, Attorney-In-Fact 05/02/2013
** 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, eff

I 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

1. 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

2. 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 Unit

3. 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, or

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 prope

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 i

IN WITNESS WHEREOF, the undersigned hereunto sets his or her hand this 25th day of March 2013.

/s/ Frank M. Jaehnert

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Frank M. Jaehnert
President & Chief Executive Officer