Edgar Filing: KLOTSCHE ALLAN J - Form 4

| KLOTSCH | E ALLAN J | | | | | | | | | | |
|---|------------------------------------|---|------------|----------------------|--------------------------|-----------------|---|--|-------------------------|--|--|
| Form 4 | | | | | | | | | | | |
| February 19 | , 2010 | | | | | | | | | | |
| FORM | Λ4 | | | OMB APPROVAL | | | | | | | |
| | UNITED | STATES | | RITIES A shington | | CHANGE 1549 | N OMB Number: | 3235-0287 | | | |
| Check t if no lor | nger | | | | | Expires: | January 31, | | | | |
| subject | | MENT OF | F CHAN | | | र [:] | Estimated average 2005 | | | | |
| Section | 16. | | | SECUI | RITIES | | burden hours per | | | | |
| Form 4 Form 5 | | | . . | | | | response 0.5 | | | | |
| obligati | - | | | | | | nge Act of 1934, | | | | |
| may con | ntinue. | | | • | • | npany Act | of 1935 or Secti | ion | | | |
| <i>See</i> Inst 1(b). | ruction | 50(II) | | livestilleli | i Compai | IY ACT OF I | 740 | | | | |
| 1(0). | | | | | | | | | | | |
| (Print or Type | Responses) | | | | | | | | | | |
| | | _ * | | | | | | | | | |
| | Address of Reporting IE ALLAN J | Person <u></u> | | er Name an | d Ticker or | Trading | 5. Relationship of Reporting Person(s) to Issuer | | | | |
| KLUISUE | IE ALLAN J | | Symbol | VCODD | | | 135001 | | | | |
| | | | | Y CORP | | | (Check all applicable) | | | | |
| (Last) | (First) (| Middle) | | of Earliest T | ransaction | | | | | | |
| 6555 WEST GOOD HOPE ROAD (Month/ 02/17/2 | | | | Day/Year) | | | Director X Officer (gi | | % Owner ner (specify | | |
| | | | | 2/1//2010 | | | below) | below) | | | |
| | | | | | | | Pres Asi | a Pacific VP Bra | ıdy Co | | |
| | | | | endment, D | - | ıl | 6. Individual or Joint/Group Filing(Check | | | | |
| | | | | • • • | | | | pplicable Line) X_ Form filed by One Reporting Person | | | |
| MII WAIII | KEE, WI 53223 | | | | | | | More than One R | | | |
| WIL WAU | XLL , WI 55225 | | | | | | Person | | | | |
| (City) | (State) | (Zip) | Tab | ole I - Non- | Derivative | Securities A | cquired, Disposed | of, or Beneficia | lly Owned | | |
| 1.Title of | 2. Transaction Date | 2A. Deeme | ed | 3. | 4. Securities | | 5. Amount of | 6. Ownership | 7. Nature of | | |
| Security | (Month/Day/Year) | Execution Date, if any (Month/Day/Year) | | | onAcquired (A) or | | Securities | Form: Direct | Indirect | | |
| (Instr. 3) | | | | Code (Instr. 8) | Disposed (Instr. 3, 4 | | Beneficially Owned | (D) or Indirect (I) | Beneficial Ownership | | |
| | | (Wonding Da | .y/ 1 cur) | (1150.0) | (1130.3, | r und 5) | Following | (Instr. 4) | (Instr. 4) | | |
| | | | | | | (A) | Reported | | | | |
| | | | | | | or | Transaction(s) (Instr. 3 and 4) | | | | |
| | | | | Code V | Amount | (D) Price | (1180. 5 and 4) | | | | |
| Reminder: Re | port on a separate line | e for each cla | ass of sec | urities bene | ficially ow | ned directly of | or indirectly. | | | | |
| | | | | | - | - | spond to the colle | ection of | SEC 1474 | | |

Persons who respond to the collection of information contained in this form are not (9-02) required to respond unless the form displays a currently valid OMB control number.

 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. Number of | 6. Date Exercisable and | 7. Title and Amount |
|-------------|-------------|---------------------|--------------------|------------|---------------------|-------------------------|----------------------|
| Derivative | Conversion | (Month/Day/Year) | Execution Date, if | Transactio | orDerivative | Expiration Date | Underlying Securitie |
| Security | or Exercise | | any | Code | Securities Acquired | (Month/Day/Year) | (Instr. 3 and 4) |

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| (Instr. 3) | Price of Derivative Security | | (Month/Day/Year) | (Instr. | 8) | (A) or Dis (D) (Instr. 3, 4 | • | | | | |
|------------------|------------------------------------|------------|------------------|--------------|----|-----------------------------------|--------|---------------------|--------------------|----------------------------|---------------------------------|
| | | | | Code | v | (A) | (D) | Date Exercisable | Expiration Date | Title | Amoun or Numbe of Shar |
| Option to Buy | \$ 33.89 | 02/17/2010 | | D <u>(1)</u> | | | 30,000 | <u>(1)</u> | 08/01/2010 | Class A Common Stock | 30,00 |
| Option to Buy | \$ 33.89 | 02/17/2010 | | A <u>(1)</u> | | 30,000 | | <u>(1)</u> | 08/02/2015 | Class A Common Stock | 30,00 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | | |
|---|---------------|-----------|-------------------------------|-------|--|--|--|--|
| | Director | 10% Owner | Officer | Other | | | | |
| KLOTSCHE ALLAN J 6555 WEST GOOD HOPE ROAD MILWAUKEE, WI 53223 | | | Pres Asia Pacific VP Brady Co | | | | | |
| Signatures | | | | | | | | |
| Krista J. Ebbens, as Attorney -In-Fact | 02 | 2/19/2010 | | | | | | |
| <u>**</u> 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).

The two reported transactions involved an amendment of an outstanding option, resulting in the deemed cancellation of the "old" option(1) and the grant of a replacement option. The option was originally granted on August 1, 2005 and provides for vesting in three equal annual installments commencing on August 1, 2006.

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.