

CRAWFORD & CO
Form 4
August 31, 2010

FORM 4

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

OMB APPROVAL

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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 *
CRAWFORD JESSE C

(Last) (First) (Middle)

3845 PLEASANTDALE RD. NE

(Street)

ATLANTA, GA 30340

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
CRAWFORD & CO [CRDA CRDB]

3. Date of Earliest Transaction
(Month/Day/Year)
08/27/2010

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 | 08/27/2010 | | P | | 4,600 A \$ 2.2777 (1) | 692,576 | D |
| Class A Common Stock | 08/30/2010 | | P | | 1,846 A \$ 2.323 (2) | 694,422 | D |
| Class A Common Stock | 08/31/2010 | | P | | 4,043 A \$ 2.2518 (3) | 698,465 | D |
| Class A Common Stock | | | | | | 7,392,091 | I |

By Estate of Virginia C. Crawford

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| | | | | | | | | |
|----------------------------|------------|---|-------|---|----------------------------|------------|---|---|
| Class A Common Stock | | | | | | 53,691 | I | Trust for Minor Child |
| Class A Common Stock | | | | | | 379,921 | I | Family Limited Partnership |
| Class A Common Stock | | | | | | 372,136 | I | By Spouse as Trustee of 2009 GRAT |
| Class A Common Stock | | | | | | 372,273 | I | By Spouse as Trustee for 2009-2 GRAT |
| Class A Common Stock | | | | | | 2,000,000 | I | By Spouse as Trustee for 2010-1 GRAT |
| Class A Common Stock | | | | | | 780,000 | I | By Spouse as Trustee for 2010-2 GRAT |
| Class B Common Stock | 08/27/2010 | P | 5,982 | A | <u>\$ 2.731</u> (4) | 1,897,830 | D | |
| Class B Common Stock | 08/30/2010 | P | 2,588 | A | <u>\$</u> 2.7769 (5) | 1,900,418 | D | |
| Class B Common Stock | 08/31/2010 | P | 8,333 | A | \$ 2.73 | 1,908,751 | D | |
| Class B Common Stock | | | | | | 10,466,931 | I | Family Limited Partnership |
| Class B Common Stock | | | | | | 49,238 | I | Trust for minor Child |
| Class B Common Stock | | | | | | 384,912 | I | Family Trust |

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

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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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| CRAWFORD JESSE C 3845 PLEASANTDALE RD. NE ATLANTA, GA 30340 | X | X | | |

Signatures

/s/ Jesse C. Crawford 08/31/2010

**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) \$2.2777 is the weighted average price for a range of purchases between \$2.26 and \$2.30. The reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.
 - (2) \$2.323 is the weighted average price for a range of purchases between \$2.31 and \$2.33. The reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.
 - (3) \$2.2518 is the weighted average price for a range of purchases between \$2.25 and \$2.26. The reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.
 - (4) \$2.731 is the weighted average price for a range of purchases between \$2.67 and \$2.75. The reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

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- \$2.7769 is the weighted average price for a range of purchases between \$2.76 and \$2.78. The reporting person undertakes to provide upon
- (5) request by the Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

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.