

CRAWFORD & CO  
Form 4  
August 31, 2010

**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 \*  
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)
				(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

Edgar Filing: CRAWFORD & CO - Form 4

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.

**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**

SEC 1474  
(9-02)

number.

**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)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## 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.

## Edgar Filing: CRAWFORD & CO - Form 4

- \$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.