

SERVICEMASTER CO  
Form 3  
March 09, 2006

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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)

<p>1. Name and Address of Reporting Person *</p> <p>ASCOLESE RICHARD A</p> <p>(Last) (First) (Middle)</p> <p>3250 LACEY ROAD, SUITE 600</p> <p>(Street)</p> <p>DOWNERS GROVE, IL 60515-1700</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>02/28/2006</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>SERVICEMASTER CO [SVM]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) CHIEF OPERATING OFFICER</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person</p>
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**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common stock \$.01 par value	125,781	D	^
Common stock \$.01 par value	2,260	I	by 401(k) Plan
Common stock \$.01 par value	1,476	I	Deferred Comp

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying	4. Conversion	5. Ownership	6. Nature of Indirect Beneficial
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	Date Exercisable	Expiration Date	Derivative Security (Instr. 4) Title	Amount or Number of Shares	or Exercise Price of Derivative Security	Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	Ownership (Instr. 5)
1997 Option Plan (Right to Buy)	02/13/1998	02/12/2007	Common stock \$.01 par value	20,250	\$ 11.2222	D	Â
1998 Non-Qual.Stock Option (Right to Buy)	08/08/2001	08/07/2007	Common stock \$.01 par value	17,500	\$ 8.75	D	Â
1998 Non-Qual.Stock Option (Right to Buy)	04/03/2001	04/02/2010	Common stock \$.01 par value	10,000	\$ 11.4125	D	Â
1998 Non-Qual.Stock Option (Right to Buy)	01/29/2000	01/28/2009	Common stock \$.01 par value	8,000	\$ 18.075	D	Â
1998 Non-Qual.Stock Option (Right to Buy)	01/29/2000	01/28/2009	Common stock \$.01 par value	8,750	\$ 18.075	D	Â
1998 Non-Qual.Stock Option (Right to Buy)	02/16/1999	02/15/2008	Common stock \$.01 par value	11,250	\$ 18.2583	D	Â
2000 Emplée Stock Option (Right to Buy)	03/18/2004	03/17/2013	Common stock \$.01 par value	11,333	\$ 9.88	D	Â
2000 Emplée Stock Option (Right to Buy)	12/18/2003	12/17/2009	Common stock \$.01 par value	22,000	\$ 10.3	D	Â
2000 Emplée Stock Option (Right to Buy)	03/16/2002	03/15/2008	Common stock \$.01 par value	10,000	\$ 10.52	D	Â
2000 Emplée Stock Option (Right to Buy)	02/08/2003	02/07/2009	Common stock \$.01 par value	15,000	\$ 13.83	D	Â
WSH Emplée Stock Option (Right to Buy)	05/04/2001	05/03/2006	Common stock \$.01 par value	270	\$ 13.87	D	Â
2003 EIP Stock Appreciation Right	02/13/2005	02/12/2014	Common stock \$.01 par value	9,500	\$ 10.73	D	Â
2003 EIP Stock Appreciation Right	02/14/2007	02/13/2016	Common stock \$.01	20,000	\$ 12.45	D	Â

			par value				
2003 EIP Stock Appreciation Right	02/11/2006	02/10/2015	Common stock \$.01 par value	9,500	\$ 13.44	D	Â
2003 EIP Employee Stock Option (Right to Buy)	11/01/2005	10/31/2014	Common stock \$.01 par value	12,500	\$ 12.78	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ASCOLESE RICHARD A 3250 LACEY ROAD, SUITE 600 DOWNERS GROVE, IL 60515-1700	Â	Â	Â CHIEF OPERATING OFFICER	Â

## Signatures

SANDRA  
GROMAN 03/09/2006

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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.

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