

NEWELL RUBBERMAID INC  
 Form 3  
 December 07, 2007

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

OMB APPROVAL

OMB Number: 3235-0104  
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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)

1. Name and Address of Reporting Person * Â Gould Jay (Last) (First) (Middle)  C/O NEWELL RUBBERMAID INC., Â 10B GLENLAKE PKWY., STE. 300 (Street)  ATLANTA, Â GA Â 30328 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 12/01/2007	3. Issuer Name and Ticker or Trading Symbol NEWELL RUBBERMAID INC [NWL]	4. Relationship of Reporting Person(s) to Issuer  (Check all applicable)  <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) President, Home & Family Prod.	5. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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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	14,370 <sup>(1)</sup>	D	Â

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 Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Option (Right to Buy)	Â (2)	06/15/2016	Common Stock	20,000	\$ 25.61	D	Â
Option (Right to Buy)	Â (3)	02/06/2017	Common Stock	10,000	\$ 30.37	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Gould Jay C/O NEWELL RUBBERMAID INC. 10B GLENLAKE PKWY., STE. 300 ATLANTA, GA 30328	Â	Â	Â President, Home & Family Prod.	Â

## Signatures

/s/ Christine E. Vogt, Attorney in Fact for Jay Gould 12/07/2007

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).
- (1) Includes 5,000 shares of Restricted Stock granted on June 15, 2006 and 9,370 shares of Restricted Stock granted on February 6, 2007. All restrictions on shares lapse on the third anniversary of the date of grant.
- (2) Options Granted on June 15, 2006. Options become exercisable in annual installments of 20% of the number of options granted.
- (3) Options Granted on February 6, 2007. Options become exercisable in annual installments of 20% of the number of options granted.

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.