

NEWELL RUBBERMAID INC

Form 3/A

January 14, 2008

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)

1. Name and Address of Reporting Person *

Senf Juan Eduardo
(Last) (First) (Middle)

3722 EAST COQUINA WAY

(Street)

WESTON, FL 33326

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)
01/01/2008

3. Issuer Name and Ticker or Trading Symbol

NEWELL RUBBERMAID INC [NWL]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director ____ 10% Owner

X Officer ____ Other

(give title below) (specify below)

President, Latin America

5. If Amendment, Date Original Filed(Month/Day/Year)

01/02/2008

6. Individual or Joint/Group

Filing(Check Applicable Line)

X Form filed by One Reporting Person

____ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned1. 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

30,605 ⁽¹⁾

D

A

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)

Date Exercisable Expiration Date

3. Title and Amount of Securities Underlying Derivative Security
(Instr. 4)

Title Amount or Number of

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D) or Indirect

6. Nature of Indirect Beneficial Ownership
(Instr. 5)

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				Shares		(I) (Instr. 5)	
Option (Right to Buy)	Â (2)	01/26/2014	Common Stock	20,000	\$ 23.08	D	Â
Option (Right to Buy)	Â (3)	05/13/2014	Common Stock	10,000	\$ 22.98	D	Â
Option (Right to Buy)	Â (4)	02/10/2015	Common Stock	13,000	\$ 22.38	D	Â
Option (Right to Buy)	Â (5)	02/08/2016	Common Stock	13,000	\$ 23.99	D	Â
Option (Right to Buy)	Â (6)	02/06/2017	Common Stock	14,000	\$ 30.37	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Senf Juan Eduardo 3722 EAST COQUINA WAY WESTON, FL 33326	Â	Â	Â President, Latin America	Â

Signatures

/s/ Christine E. Vogt, Attorney in Fact for J. Eduardo Senf

01/14/2008

__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).

Includes 6,000 shares of Restricted Stock granted on February 10, 2005, 11,306 shares of Restricted Stock granted on February 8, 2006, (1) 8,299 shares of Restricted Stock granted on February 6, 2007, and 5,000 shares of Restricted Stock granted on November 6, 2007. All restrictions on shares lapse on the third anniversary of the date of grant.

(2) Options Granted on January 26, 2004. Options become exercisable in annual installments of 20% of the number of options granted.

(3) Options Granted on May 13, 2004. Options become exercisable in annual installments of 20% of the number of options granted.

(4) Options Granted on February 10, 2005. Options become exercisable in annual installments of 20% of the number of options granted.

(5) Options Granted on February 8, 2006. Options become exercisable in annual installments of 20% of the number of options granted.

(6) 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.

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