

TUPPERWARE BRANDS CORP  
Form 4  
November 08, 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

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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 \*  
POTESHMAN MICHAEL S

2. Issuer Name and Ticker or Trading Symbol  
TUPPERWARE BRANDS CORP  
[TUP]

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Executive Vice President & CFO

(Last) (First) (Middle)  
TUPPERWARE BRANDS  
CORP, PO BOX 2353  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/04/2010

ORLANDO, FL 32802-2353

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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
Common Stock	11/04/2010		M		10,400	A	\$ 20.65
Common Stock	11/04/2010		S <sup>(1)</sup>		2,500	D	\$ 47.99
Common Stock	11/04/2010		S <sup>(1)</sup>		2,800	D	\$ 48
Common Stock	11/04/2010		S <sup>(1)</sup>		1,000	D	\$ 48.01
Common Stock	11/04/2010		S <sup>(1)</sup>		1,000	D	\$ 48.02

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Common Stock	11/04/2010	S <sup>(1)</sup>	400	D	\$ 48.03	26,397	D	
Common Stock	11/04/2010	S <sup>(1)</sup>	900	D	\$ 48.04	25,497	D	
Common Stock	11/04/2010	S <sup>(1)</sup>	300	D	\$ 48.05	25,197	D	
Common Stock	11/04/2010	S <sup>(1)</sup>	200	D	\$ 48.07	24,997	D	
Common Stock	11/04/2010	S <sup>(1)</sup>	1,300	D	\$ 48.13	23,697	D	
Common Stock						2,864	I	401(k) Plan

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

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SEC 1474  
(9-02)

**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 Security (Instr. 3 and 4)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of
Stock Option	\$ 20.65	11/04/2010		M			10,400	09/25/2004	09/24/2011	Common Stock	10,400
Stock Option	\$ 47.31	11/04/2010		A			22,100	11/04/2011 <sup>(2)</sup>	11/03/2020	Common Stock	22,100

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
POTESHMAN MICHAEL S TUPPERWARE BRANDS CORP PO BOX 2353 ORLANDO, FL 32802-2353			Executive Vice President & CFO	

## Signatures

/s/ Susan R. Coumes,  
Attorney-in-Fact

11/05/2010

\_\_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) Shares sold pursuant to cashless exercise of stock option.

(2) The option vests in three equal annual installments beginning on November 4, 2011.

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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