

NEWELL RUBBERMAID INC  
 Form 3  
 January 02, 2008

**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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â Senf Juan Eduardo		(Month/Day/Year)	NEWELL RUBBERMAID INC [NWL]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
3722 EAST COQUINA WAY			(Check all applicable)	
(Street)			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) President, Latin America	
WESTON,Â FLÂ 33326			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	

**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	25,605 <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)

**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 number.**

**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 Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable    Expiration Date	Title    Amount or Number of			

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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 Juan Eduardo  
Senf 01/02/2008

\_\_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).
    - (1) Includes 6,000 shares of Restricted Stock granted on February 10, 2005, 11,306 shares of Restricted Stock granted on February 8, 2006, and 8,299 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 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. 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.