

TUPPERWARE BRANDS CORP  
Form 4  
August 09, 2007

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
GOINGS E V

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

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

(Last) (First) (Middle)  
14901 S. ORANGE BLOSSOM TRAIL  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
08/07/2007

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman and CEO

ORLANDO, FL 32837-

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 (D) Price  |   |  |   |
| Common Stock                    | 08/07/2007                           |  | M                              | 103,000 A \$ 24.25  | 576,110   | D  |   |
| Common Stock                    | 08/07/2007                           |  | S <sup>(1)</sup>               | 86,000 D \$ 32  | 490,110   | D  |   |
| Common Stock                    |                                      |  |                                |   | 2,637   | I  | By 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)

displays a currently valid OMB control number.

**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 Securities (Instr. 3 and 4) |              |                         |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|-------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount Number of Shares |
| Stock Option                               | \$ 14.63   |                                      |  |                                |   | 11/19/2004   | 11/18/2013  | Common Stock | 75,7                    |
| Stock Option                               | \$ 15.94   |                                      |  |                                |   | 10/26/2007   | 10/26/2010  | Common Stock | 382,4                   |
| Stock Option                               | \$ 16.23   |                                      |  |                                |   | 11/06/2003   | 11/05/2012  | Common Stock | 172,5                   |
| Stock Option                               | \$ 18.23   |                                      |  |                                |   | 11/17/2005   | 11/16/2014  | Common Stock | 75,7                    |
| Stock Option                               | \$ 18.56   |                                      |  |                                |   | 11/14/2003   | 11/13/2010  | Common Stock | 191,0                   |
| Stock Option                               | \$ 18.75   |                                      |  |                                |   | 11/11/2002   | 11/10/2009  | Common Stock | 150,0                   |
| Stock Option                               | \$ 19.2  |                                      |  |                                |   | 11/13/2000   | 11/11/2008  | Common Stock | 200,0                   |
| Stock Option                               | \$ 20.65   |                                      |  |                                |   | 09/25/2004   | 09/24/2011  | Common Stock | 175,5                   |
| Stock Option                               | \$ 20.83   |                                      |  |                                |   | 11/02/2007   | 11/01/2016  | Common Stock | 127,5                   |
| Stock Option                               | \$ 23.49   |                                      |  |                                |   | 11/17/2006   | 11/16/2015  | Common Stock | 127,5                   |
| Stock Option                               | \$ 26.7  |                                      |  |                                |   | (2)  | 11/10/2007(3)   | Common Stock | 103,0                   |
| Stock Option                               | \$ 28.57   |                                      |  |                                |   | 11/02/1996   | 11/02/2003  | Common Stock | 22,9                    |
| Stock Option                               | \$ 33.02   |                                      |  |                                |   | 11/01/1997   | 10/31/2004  | Common Stock | 23,3                    |
| Stock Option                               | \$ 34.28   |                                      |  |                                |   | 10/31/1998   | 10/30/2005  | Common Stock | 19,0                    |
|  | \$ 42.25   |                                      |  |                                |   | 05/20/1999   | 05/19/2006  |              | 82,0                    |

|                 |          |            |  |   |         |            |            |                 |       |
|-----------------|----------|------------|--|---|---------|------------|------------|-----------------|-------|
| Stock<br>Option |          |            |  |   |         |            |            | Common<br>Stock |       |
| Stock<br>Option | \$ 24.25 | 08/07/2007 |  | M | 103,000 | 11/11/2000 | 11/10/2007 | Common<br>Stock | 103,0 |

## Reporting Owners

| Reporting Owner Name / Address                                    | Relationships |           |                  |       |
|---|---------------|-----------|------------------|-------|
|   | Director      | 10% Owner | Officer          | Other |
| GOINGS E V<br>14901 S. ORANGE BLOSSOM TRAIL<br>ORLANDO, FL 32837- | X             |           | Chairman and CEO |       |

## Signatures

Thomas M. Roehlk,  
Attorney-in-fact

08/09/2007

\_\_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 options.

The option becomes exercisable, if at all, in increments of 1/3 of grant if the market price of TUP's common stock on the New York Stock

- ### (3) Exchange during any 45-day period out of 60 consecutive trading days exceeds \$32.05, \$36.05 and \$40.05, respectively. Any portion of the grant not vesting in accordance with the schedule on or before November 11, 2002 shall expire automatically.

The option becomes exercisable, if at all, in increments of 1/3 of grant if the market price of TUP's common stock on the New York Stock

- ### (2) Exchange during any 45-day period out of 60 consecutive trading days exceeds \$32.05, \$36.05 and \$40.05, respectively. Any portion of the grant not vesting in accordance with the schedule on or before November 11, 2002 shall expire automatically.

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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