

TUPPERWARE BRANDS CORP
Form 4
October 22, 2009

FORM 4

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

OMB APPROVAL

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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 *
GOINGS E V

(Last) (First) (Middle)

TUPPERWARE BRANDS
CORP, PO BOX 2353

(Street)

ORLANDO, FL 32802-2353

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
10/21/2009

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

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 Ownership (Instr. 4) | |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--------|---|--|-----------------------------------|------------|
| | | | | Code | V | Amount | | | | (A) or (D) |
| Common Stock | 10/21/2009 | | S ⁽¹⁾ | | | 4,500 | D | \$ 45.6 | 790,602 | D |
| Common Stock | 10/21/2009 | | S ⁽¹⁾ | | | 2,000 | D | \$ 46 | 788,602 | D |
| Common Stock | 10/21/2009 | | S ⁽¹⁾ | | | 2,000 | D | \$ 46.5 | 786,602 | D |
| Common Stock | 10/21/2009 | | S ⁽¹⁾ | | | 1,500 | D | \$ 47 | 785,102 | D |
| Common Stock | 10/21/2009 | | S ⁽¹⁾ | | | 5,000 | D | \$ 47.5 | 780,102 | D |

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| | | | | | | | |
|--------------|------------|-------------|--------|---|----------|---------|---|
| Common Stock | 10/21/2009 | <u>S(1)</u> | 900 | D | \$ 47.54 | 779,202 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 589 | D | \$ 47.58 | 778,613 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 655 | D | \$ 47.6 | 777,958 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 2,700 | D | \$ 47.62 | 775,258 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 1,828 | D | \$ 47.64 | 773,430 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 2,028 | D | \$ 47.66 | 771,402 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 2,972 | D | \$ 47.7 | 768,430 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 10,000 | D | \$ 47.75 | 758,430 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 24,300 | D | \$ 47.8 | 734,130 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 1,228 | D | \$ 47.82 | 732,902 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 1,000 | D | \$ 47.83 | 731,902 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 7,300 | D | \$ 48 | 724,602 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 2,600 | D | \$ 48.05 | 722,002 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 6,609 | D | \$ 48.1 | 715,393 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 625 | D | \$ 48.11 | 714,768 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 1,200 | D | \$ 48.12 | 713,568 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 2,575 | D | \$ 48.15 | 710,993 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 600 | D | \$ 48.17 | 710,393 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 1,900 | D | \$ 48.2 | 708,493 | D |
| Common Stock | 10/21/2009 | <u>S(1)</u> | 600 | D | \$ 48.21 | 707,893 | D |
| | 10/21/2009 | <u>S(1)</u> | 5,000 | D | | 702,893 | D |

| | | | | | | | | |
|--------------|------------|------------------|--------|---|--|----------|---------|-----------|
| Common Stock | | | | | | \$ 48.25 | | |
| Common Stock | 10/21/2009 | S ⁽¹⁾ | 2,291 | D | | \$ 48.36 | 700,602 | D |
| Common Stock | 10/21/2009 | S ⁽¹⁾ | 500 | D | | \$ 48.38 | 700,102 | D |
| Common Stock | 10/21/2009 | S ⁽¹⁾ | 15,000 | D | | \$ 48.5 | 685,102 | D |
| Common Stock | | | | | | | 3,165 | I By 401k |

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

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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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Beneficially (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| | | | | Code | V (A) (D) | | | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|------------------|-------|
| | Director | 10% Owner | Officer | Other |
| GOINGS E V TUPPERWARE BRANDS CORP PO BOX 2353 ORLANDO, FL 32802-2353 | X | | Chairman and CEO | |

Signatures

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

10/22/2009

__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) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 14, 2008 and modified to extend the life of the agreement on April 30, 2009.

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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