

Ellis John B.  
Form 3  
March 05, 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)

<p>1. Name and Address of Reporting Person *</p> <p>Â Ellis John B.</p> <p>(Last) (First) (Middle)</p> <p>C/O NEWELL RUBBERMAID INC.,Â 10B GLENLAKE PKWY., STE. 300</p> <p>(Street)</p> <p>ATLANTA,Â GAÂ 30328</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>03/01/2008</p>	<p>3. Issuer Name <b>and</b> Ticker or Trading Symbol</p> <p>NEWELL RUBBERMAID INC [NWL]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) VP, Corporate Controller &amp; CAO</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person</p>
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**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	9,120 <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)

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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)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Option (Right to Buy)	Â <u>(2)</u>	06/23/2013	Common Stock	10,000	\$ 28.8	D	Â
Option (Right to Buy)	Â <u>(3)</u>	05/13/2014	Common Stock	6,500	\$ 30.37	D	Â
Option (Right to Buy)	Â <u>(4)</u>	02/10/2015	Common Stock	6,500	\$ 22.38	D	Â
Option (Right to Buy)	Â <u>(5)</u>	02/08/2016	Common Stock	6,500	\$ 23.99	D	Â
Option (Right to Buy)	Â <u>(6)</u>	02/06/2017	Common Stock	6,500	\$ 30.37	D	Â
Option (Right to Buy)	Â <u>(7)</u>	02/13/2018	Common Stock	7,000	\$ 23.32	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Ellis John B. C/O NEWELL RUBBERMAID INC. 10B GLENLAKE PKWY., STE. 300 ATLANTA, GA 30328	Â	Â	Â VP, Corporate Controller & CAO	Â

## Signatures

/s/ Christine E. Vogt, Attorney in Fact for  
John Ellis 03/05/2008

\*\*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 1,000 shares of Restricted Stock granted on September 16, 2005, 3,282 shares of Restricted Stock granted on February 8, 2006,
- (1) 2,570 shares of Restricted Stock granted on February 6, 2007 and 2,268 shares of Restricted Stock granted on February 13, 2008. All restrictions on shares lapse on the third anniversary of the date of grant.
  - (2) Options Granted on June 23, 2003. 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.
  - (7) Options Granted on February 13, 2008. 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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