

GOINGS E V
Form 4
February 07, 2011

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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)

3. Date of Earliest Transaction
(Month/Day/Year)
02/03/2011

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

TUPPERWARE BRANDS
CORP, PO BOX 2353

(Street)

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

ORLANDO, FL 32802-2353

(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)			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)
Common Stock	02/03/2011		G	V	18,790	D	\$ 0	431,515	D	
Common Stock	02/03/2011		M		90,000	A	\$ 20.65	521,515	D	
Common Stock	02/03/2011		S ⁽¹⁾		10,000	D	\$ 52.7924 (2)	511,515	D	
Common Stock	02/03/2011		S ⁽¹⁾		10,000	D	\$ 52.9077 (3)	501,515	D	

Edgar Filing: GOINGS E V - Form 4

Common Stock	02/03/2011	S ⁽¹⁾	15,000	D	\$ <u>(4)</u>	52.9939	486,515	D	
Common Stock	02/03/2011	S ⁽¹⁾	20,000	D	\$ <u>(5)</u>	53.0384	466,515	D	
Common Stock	02/03/2011	S ⁽¹⁾	10,000	D	\$ <u>(6)</u>	53.0942	456,515	D	
Common Stock	02/03/2011	S ⁽¹⁾	15,000	D	\$ <u>(7)</u>	53.2003	441,515	D	
Common Stock	02/03/2011	S ⁽¹⁾	10,000	D	\$ <u>(8)</u>	53.3507	431,515	D	
Common Stock	02/04/2011	M	40,100	A		\$ 20.65	471,615	D	
Common Stock	02/04/2011	S ⁽¹⁾	10,000	D	\$ <u>(9)</u>	53.055	461,615	D	
Common Stock	02/04/2011	S ⁽¹⁾	10,000	D	\$ <u>(10)</u>	53.1843	451,615	D	
Common Stock	02/04/2011	S ⁽¹⁾	20,100	D	\$ <u>(11)</u>	53.1841	431,515	D	
Common Stock							1,355	I	By 401k

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

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.

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 Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or

Edgar Filing: GOINGS E V - Form 4

- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$52.90 to \$53.46, inclusive.

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.