

TUPPERWARE BRANDS CORP  
Form 4  
October 22, 2010

**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 \*  
BORNSTEIN RITA

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)

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

PRESIDENT EMERITA, ROLLINS COLLEGE, 1000 HOLT AVENUE - 2725

10/21/2010

(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

WINTER PARK, FL 32789

(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 Ownership (Instr. 4)
				Code V	Amount	(A) or (D)	Price
Common Stock	10/21/2010			M	4,000	A	\$ 22.76
Common Stock	10/21/2010			M	4,000	A	\$ 21.71
Common Stock	10/21/2010			S <sup>(1)</sup>	107	D	\$ 45.93
Common Stock	10/21/2010			S <sup>(1)</sup>	2,500	D	\$ 45.94
	10/21/2010			S <sup>(1)</sup>	100	D	
							31,270

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Common Stock						\$ 45.95	
Common Stock	10/21/2010	S <sup>(1)</sup>	100	D		\$ 45.96	31,170 D
Common Stock	10/21/2010	S <sup>(1)</sup>	500	D		\$ 45.97	30,670 D
Common Stock	10/21/2010	S <sup>(1)</sup>	4,693	D		\$ 45.98	25,977 D

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

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(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)	8. Amount or Number of Shares
Stock Option	\$ 22.76	10/21/2010		M	4,000	05/15/2002 05/14/2012	Common Stock	4,000
Stock Option	\$ 21.71	10/21/2010		M	4,000	05/11/2005 05/10/2015	Common Stock	4,000

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

BORNSTEIN RITA  
PRESIDENT EMERITA, ROLLINS COLLEGE  
1000 HOLT AVENUE - 2725  
WINTER PARK, FL 32789

X

## Signatures

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

10/22/2010

\_\_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 option.

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