

SERVICEMASTER CO  
Form 4  
July 26, 2007

**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 \*  
BONO STEVEN B

(Last) (First) (Middle)

3250 LACEY ROAD, SUITE 600

(Street)

DOWNERS GROVE, IL 60515-1700

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SERVICEMASTER CO [SVM]

3. Date of Earliest Transaction (Month/Day/Year)  
07/24/2007

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)  
Sr. VP Communications

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Common stock \$.01 par value	07/24/2007		D	44,183	D	\$ 15.625	0 (1) D
Common stock \$.01 par value	07/24/2007		D	335	D	\$ 15.625	0 (1) I 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)

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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2000 Emplee Stock Option (Right to Buy)	\$ 9.88	07/24/2007		D	33,333	03/18/2004	03/17/2013	Common stock \$0.01 par value	33,333
2000 Emplee Stock Option (Right to Buy)	\$ 11.754	07/24/2007		D	30,000	07/01/2002	06/30/2008	Common stock \$0.01 par value	30,000
2000 Emplee Stock Option (Right to Buy)	\$ 13.83	07/24/2007		D	40,000	02/08/2003	02/07/2009	Common stock \$0.01 par value	40,000
2003 EIP Stock Appreciation Right	\$ 10.73	07/24/2007		D	25,000	02/13/2005	02/12/2014	Common Stock	25,000
2003 EIP Stock Appreciation Right	\$ 12.45	07/24/2007		D	25,000	02/14/2007	02/13/2016	Common Stock	25,000
2003 EIP Stock Appreciation Right	\$ 13.44	07/24/2007		D	25,000	02/11/2006	02/10/2015	Common Stock	25,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BONO STEVEN B 3250 LACEY ROAD, SUITE 600			Sr. VP Communications	

