FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

l	OMB APPRO	VAL					
	OMB Number: 3235-0						
l	Estimated average burde	en					
l	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).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

1. Name and Address of Reporting Person* MATSCHULLAT DALE L						2. Issuer Name and Ticker or Trading Symbol NEWELL RUBBERMAID INC [NWL]										all app	licable) ctor	10%	wner
Last) (First) (Middle) 410 GENEVA CLUB DR.							st Trans	saction	(Mon	th/D	ay/Year)		X	belov	Officer (give title below) Other (specify below) Snr VP, General Counsel & Secy				
(Street) LAKE GENEVA WI 53147 (City) (State) (Zip)					4. If Amendment, Date of Original Filed (Month/Day/Year)											lividual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person			
	Tabl	e I - Noi	n-Deriv	ative	Se	curitie	es Ac	quire	d, D	isp	osed o	f, or	Ben	efici	ally (Owne	ed		
Date						Execution Date, if any			Transaction Disp Code (Instr. 5)							5. Amount of Securities Beneficially Owned Following Reported		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
					Cod	e V		Amount		A) or D)	Price		Transaction(s) (Instr. 3 and 4)						
Stock												32,761		D					
Stock	/2007			I			1,952		A \$25		.61	7,459		I	401k				
	Та														y Ov	vned			
2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	Execution if any	Date,	Transactio Code (Insti				Expiration Date (Month/Day/Yea			ir)	Amou		nstr. 3	Deriv Secu	ivative curity	derivative Securities Beneficially Owned Following Reported	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	CHULLA (Fir NEVA CLU ENEVA WI (Sta Security (Insta Stock Stock 2. Conversion or Exercise Price of Derivative	(First) (NEVA CLUB DR. ENEVA WI S (State) (Table Security (Instr. 3) Stock Stock Ta 2. Conversion or Exercise Price of Derivative (Month/Day/Year)	(First) (Middle) NEVA CLUB DR. ENEVA WI 53147 (State) (Zip) Table I - Note	(First) (Middle) NEVA CLUB DR. ENEVA WI 53147 (State) (Zip) Table I - Non-Derive (Month/Interpretation) Stock Stock Table II - Derivate (e.g., puter (e.g., puter price of Derivative Security) 2. Transaction Date (Month/Day/Year) (Month/Day/Year)	CHULLAT DALE L (First) (Middle) NEVA CLUB DR. Table I - Non-Derivative Security (Instr. 3) Stock Stock Table II - Derivative S (e.g., puts, c (e.g., puts, c (Month/Day/Year) 2. Transaction Date (Month/Day/Year) A. If Table II - Derivative S (e.g., puts, c) (Conversion Date (Month/Day/Year) (Month/Day/Year) A. Deemed Execution Date, if any (Month/Day/Year) (Month/Day/Year)	CHULLAT DALE L (First) (Middle) NEVA CLUB DR. ENEVA WI 53147 (State) (Zip) Table I - Non-Derivative Security (Instr. 3) Stock Stock Stock 1. Transaction Date (Month/Day/Year) Table II - Derivative Security (e.g., puts, calls of perivative Security (Month/Day/Year) 2. Table II - Derivative Security (e.g., puts, calls of perivative Security (Month/Day/Year) A. Transaction Date (Month/Day/Year) Stock 3. Transaction Date (Execution Date, if any (Month/Day/Year) (Month/Day/Year) 4. Transaction Code (Instr. 8)	(First) (Middle) NEVA CLUB DR. Table I - Non-Derivative Securities (Month/Day/Year) Stock Stock Table II - Derivative Securities (e.g., puts, calls, warron or Exercise Price of Derivative Security Security 2. Transaction Date (Month/Day/Year) Table II - Derivative Securities (e.g., puts, calls, warron or Exercise (Month/Day/Year) Stock 3. Transaction Date (Month/Day/Year) A. Deemed Execution Date, if any (Month/Day/Year) Security Security A. Transaction Code (Instr. 8) A. Deemed Execution Date, if any (Month/Day/Year) Security Securi	NEWELL RUB	NEWELL RUBBERN	NEWELL RUBBERMA	NEWELL RUBBERMAID	NEWELL RUBBERMAID INC [(First) (Middle) NEVA CLUB DR. 3. Date of Earliest Transaction (Month/Day/Year) 08/31/2007 4. If Amendment, Date of Original Filed (Month/Day ENEVA WI 53147 (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 3. Transaction Date (e.g., puts, calls, warrants, options, convertibe of Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 3. Transaction Date (Bustin Conversion or Exercise Price of Derivative Securities Acquired (A) or Disposed of (Month/Day/Year) (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Deemed Execution Date (Month/Day/Year) 3. Deamed Expiration Date (Month/Day/Year) 4. Securities Acquired (A) or Disposed of (D) (Inistr. 3, 4) and 5). Deate Expiration	NEWELL RUBBERMAID INC NWI NEVA CLUB DR.	NEWELL RUBBERMAID INC NWL	NEWA CLUB DR. 3. Date of Earliest Transaction (Month/Day/Year) 08/31/2007 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Learliest Transaction (Month/Day/Year) 7. Transaction (Month/Day/Year) 7. Transaction (Month/Day/Year) 7. Transaction (Learliest Transaction (Month/Day/Year) 7. Transaction (Month/Day/Year) 7. Transaction (Month/Day/Year) 7. Transaction (Learliest Transaction (Month/Day/Year) 7. Transaction (Month/Day/Year) 7. Transaction (Learliest Transaction (Month/Day/Year) 7. Transaction (Learliest Transaction (Month/Day/Year) 7. Transaction (Learliest Transaction (Month/Day/Year) 7. Transaction (Month/Day/Year) 7. Transaction (Learliest Transaction (Month/Day/Year) 7. Transactio	NEWELL RUBBERMAID INC NWL Sale of Earliest Transaction (Month/Day/Year) Security (Instr. 3) 2. Transaction 24. Deemed Execution Date (Month/Day/Year) 1 1,952 A \$25.61	NEWELL RUBBERMAID INC [NWL] Check all appropriate	NEWELL RUBBERMAID INC NWL Check all applicable Director NEWA CLUB DR. S. Date of Earliest Transaction (Month/Day/Year) S. Date of Earliest Transaction (Month/Day/Year) S. Date of Code (Instr. 3) S. Amount of Date (Month/Day/Year) S. Amount of Securities Acquired (A) or Person S. Amount of Securities Securities S. Amount of Code (Instr. 3) S. Amount of Date (Instr. 3) S. Amount of Securities Securities S. Amount of Code (Instr. 3) S. Amount of Securities Securities S. Amount of Securities S.	NEWELL RUBBERMAID INC NWL Other Delow

Explanation of Responses:

Remarks:

/s/ Christine E. Vogt, Attorney
In Fact for Dale L. Matschullat

09/04/2007

** Signature of Reporting Person

Date

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.