SEC Form 4	
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## FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL										
OMB Number:	3235-0287									
Estimated average burde	en									
hours per response:	0.5									

1. Name and Address of Reporting Person <sup>*</sup> Stipancich John K			2. Issuer Name and Ticker or Trading Symbol <u>NEWELL RUBBERMAID INC</u> [ NWL ]	(Check	ationship of Reporting Pe ( all applicable) Director	10% Owner
(Last) C/O NEWELI 3 GLENLAKI	(First) L RUBBERMA E PKWY.	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 07/29/2013		X Officer (give title below) EVP, General Cou	Other (specify below) nsel & Secy
(Street) ATLANTA (City)	GA (State)	30328 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line) X	vidual or Joint/Group Fili Form filed by One Re Form filed by More th Person	porting Person

## Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

Table 1 - Non-Derivative Securities Acquired, Disposed 01, 01 Beneficiary Owned												
2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)			Disposed Of (D) (Instr. 3, 4 and		5. Amount of Securities Beneficially Owned Following Benorted	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)				
		Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1150.4)			
07/29/2013		S		391	D	\$27.11	26,716	D				
07/29/2013		S		1,900	D	\$27.12	24,816	D				
07/29/2013		S		4,209	D	\$27.13	20,607	D				
07/29/2013		S		300	D	\$27.14	20,307	D				
07/29/2013		S		1,300	D	\$27.15	19,007	D				
07/29/2013		S		1,100	D	\$27.16	17,907	D				
07/29/2013		S		1,900	D	\$27.17	16,007	D				
07/29/2013		S		3,900	D	\$27.18	12,107	D				
07/29/2013		S		100	D	\$27.19	12,007	D				
07/29/2013		S		2,300	D	\$27.21	9,707	D				
07/29/2013		S		700	D	\$27.22	9,007	D				
07/29/2013		S		1,900	D	\$27.23	7,107	D				
	2. Transaction Date (Month/Day/Year)           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013           07/29/2013	2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)           07/29/2013         2	2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transa Transe Code (8)           0         7         20         20           0         07/29/2013         S         5           0         07/29/2013         S         5     <	2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Code (Instr. 9)           0         24. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Code (Instr. 9)           007/29/2013         S         9           007/29/2013         S <t< td=""><td>2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Sransaction (Month/Day/Year)         4. Securities Disposed of Societ (Instringtration (Note)           07/29/2013         Code         V         Amount           07/29/2013         S         S         391           07/29/2013         S         S         1,900           07/29/2013         S         S         4,209           07/29/2013         S         S         300           07/29/2013         S         S         1,300           07/29/2013         S         S         1,300           07/29/2013         S         S         1,300           07/29/2013         S         S         1,100           07/29/2013         S         S         1,900           07/29/2013         S         S         1,900           07/29/2013         S         S         1,900           07/29/2013         S         S         1,000           07/29/2013         S         S         100           07/29/2013         S         S         100           07/29/2013         S         S         2,300           07/29/2013</td><td>2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Disposed Of (D) (Instr Code (Instr 8)         4. Securities Acquired Disposed Of (D) (Instr 5)           07/29/2013         Code         V         Amount         (A) or (D)           07/29/2013         S         S         391         D           07/29/2013         S         I         1,900         D           07/29/2013         S         I         4,209         D           07/29/2013         S         I         300         D           07/29/2013         S         I         1,300         D           07/29/2013         S         I         1,100         D           07/29/2013         S         I         3,900         D           07/29/2013         S         I         1,000         D           07/29/2013         S         I         3,900         D           07/29/2013         S         I         100         D<td>2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Code (Instr. 8)         4. Securities A cuiried (A) or bisposed Of (J) (Instr. 3, 4 and 0)           07/29/2013         Code         V         Amount         (A) or (D)         Price           07/29/2013         S         I         391         D         \$27.11           07/29/2013         S         I         1,900         D         \$27.12           07/29/2013         S         I         4,209         D         \$27.13           07/29/2013         S         I         300         D         \$27.14           07/29/2013         S         I         300         D         \$27.15           07/29/2013         S         I         1,300         D         \$27.16           07/29/2013         S         I         1,100         D         \$27.16           07/29/2013         S         I         1,900         D         \$27.17           07/29/2013         S         I         1,900         D         \$27.16           07/29/2013         S         I         1,900         D         \$27.17           07/29/2013         S         I         100</td><td>2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction (Month/Day/Year)         4. Securities Acquired (A) or Securities Acquired (A) or Securities Acquired (A) or Sipposed Of (D) (Instr. 3, 4 and 5)         5. Amount of Securities Beneficially owned Following Reported Transaction(5) (Instr. 3 and 4)           07/29/2013         Code         V         Amount         (A) or (D) or         Price         Securities Beneficially owned Following Reported Transaction(5) (Instr. 3 and 4)           07/29/2013         S         I         391         D         \$27.11         26,716           07/29/2013         S         I         1,900         D         \$27.12         24,816           07/29/2013         S         I         300         D         \$27.13         20,607           07/29/2013         S         I         300         D         \$27.14         20,307           07/29/2013         S         I         1,300         D         \$27.15         19,007           07/29/2013         S         I         1,100         D         \$27.15         16,007           07/29/2013         S         I         1,900         D         \$27.17         16,007           07/29/2013         S         I         100         D</td><td>2. Transaction Date (Month/Day/Year)         2. A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction bisposed Of (D) (Instr. 3, 4 and 5)         5. Amount of Securities beneficially (Month/Day/Year)         6. Ownership form: Direct (D) or Indirect (D) or Indirect           07/29/2013         Code         V         Amount         (A) or (D)         Price         S. Amount of Securities Beneficially (Instr. 3 and 4)         S. Ownership form: Direct (D) or Indirect           07/29/2013         S         S         391         D         \$27.11         26,716         D           07/29/2013         S         I         1,900         D         \$27.12         24,816         D           07/29/2013         S         I         300         D         \$27.13         20,607         D           07/29/2013         S         I         1,300         D         \$27.14         20,307         D           07/29/2013         S         I         1,300         D         \$27.15         19,007         D           07/29/2013         S         I         1,900         D         \$27.16         17,907         D           07/29/2013         S         I         1,900         D         \$27.17         16,007         D           07/29/2013</td></td></t<>	2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Sransaction (Month/Day/Year)         4. Securities Disposed of Societ (Instringtration (Note)           07/29/2013         Code         V         Amount           07/29/2013         S         S         391           07/29/2013         S         S         1,900           07/29/2013         S         S         4,209           07/29/2013         S         S         300           07/29/2013         S         S         1,300           07/29/2013         S         S         1,300           07/29/2013         S         S         1,300           07/29/2013         S         S         1,100           07/29/2013         S         S         1,900           07/29/2013         S         S         1,900           07/29/2013         S         S         1,900           07/29/2013         S         S         1,000           07/29/2013         S         S         100           07/29/2013         S         S         100           07/29/2013         S         S         2,300           07/29/2013	2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Disposed Of (D) (Instr Code (Instr 8)         4. Securities Acquired Disposed Of (D) (Instr 5)           07/29/2013         Code         V         Amount         (A) or (D)           07/29/2013         S         S         391         D           07/29/2013         S         I         1,900         D           07/29/2013         S         I         4,209         D           07/29/2013         S         I         300         D           07/29/2013         S         I         1,300         D           07/29/2013         S         I         1,100         D           07/29/2013         S         I         3,900         D           07/29/2013         S         I         1,000         D           07/29/2013         S         I         3,900         D           07/29/2013         S         I         100         D <td>2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Code (Instr. 8)         4. Securities A cuiried (A) or bisposed Of (J) (Instr. 3, 4 and 0)           07/29/2013         Code         V         Amount         (A) or (D)         Price           07/29/2013         S         I         391         D         \$27.11           07/29/2013         S         I         1,900         D         \$27.12           07/29/2013         S         I         4,209         D         \$27.13           07/29/2013         S         I         300         D         \$27.14           07/29/2013         S         I         300         D         \$27.15           07/29/2013         S         I         1,300         D         \$27.16           07/29/2013         S         I         1,100         D         \$27.16           07/29/2013         S         I         1,900         D         \$27.17           07/29/2013         S         I         1,900         D         \$27.16           07/29/2013         S         I         1,900         D         \$27.17           07/29/2013         S         I         100</td> <td>2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction (Month/Day/Year)         4. Securities Acquired (A) or Securities Acquired (A) or Securities Acquired (A) or Sipposed Of (D) (Instr. 3, 4 and 5)         5. Amount of Securities Beneficially owned Following Reported Transaction(5) (Instr. 3 and 4)           07/29/2013         Code         V         Amount         (A) or (D) or         Price         Securities Beneficially owned Following Reported Transaction(5) (Instr. 3 and 4)           07/29/2013         S         I         391         D         \$27.11         26,716           07/29/2013         S         I         1,900         D         \$27.12         24,816           07/29/2013         S         I         300         D         \$27.13         20,607           07/29/2013         S         I         300         D         \$27.14         20,307           07/29/2013         S         I         1,300         D         \$27.15         19,007           07/29/2013         S         I         1,100         D         \$27.15         16,007           07/29/2013         S         I         1,900         D         \$27.17         16,007           07/29/2013         S         I         100         D</td> <td>2. Transaction Date (Month/Day/Year)         2. A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction bisposed Of (D) (Instr. 3, 4 and 5)         5. Amount of Securities beneficially (Month/Day/Year)         6. Ownership form: Direct (D) or Indirect (D) or Indirect           07/29/2013         Code         V         Amount         (A) or (D)         Price         S. Amount of Securities Beneficially (Instr. 3 and 4)         S. Ownership form: Direct (D) or Indirect           07/29/2013         S         S         391         D         \$27.11         26,716         D           07/29/2013         S         I         1,900         D         \$27.12         24,816         D           07/29/2013         S         I         300         D         \$27.13         20,607         D           07/29/2013         S         I         1,300         D         \$27.14         20,307         D           07/29/2013         S         I         1,300         D         \$27.15         19,007         D           07/29/2013         S         I         1,900         D         \$27.16         17,907         D           07/29/2013         S         I         1,900         D         \$27.17         16,007         D           07/29/2013</td>	2. Transaction Date (Month/Day/Year)         2A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction Code (Instr. 8)         4. 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Amount of Securities Beneficially owned Following Reported Transaction(5) (Instr. 3 and 4)           07/29/2013         Code         V         Amount         (A) or (D) or         Price         Securities Beneficially owned Following Reported Transaction(5) (Instr. 3 and 4)           07/29/2013         S         I         391         D         \$27.11         26,716           07/29/2013         S         I         1,900         D         \$27.12         24,816           07/29/2013         S         I         300         D         \$27.13         20,607           07/29/2013         S         I         300         D         \$27.14         20,307           07/29/2013         S         I         1,300         D         \$27.15         19,007           07/29/2013         S         I         1,100         D         \$27.15         16,007           07/29/2013         S         I         1,900         D         \$27.17         16,007           07/29/2013         S         I         100         D	2. Transaction Date (Month/Day/Year)         2. A. Deemed Execution Date, if any (Month/Day/Year)         3. Transaction bisposed Of (D) (Instr. 3, 4 and 5)         5. Amount of Securities beneficially (Month/Day/Year)         6. Ownership form: Direct (D) or Indirect (D) or Indirect           07/29/2013         Code         V         Amount         (A) or (D)         Price         S. Amount of Securities Beneficially (Instr. 3 and 4)         S. 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Т		ired, Disposed of, options, convertib	-	

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. Transa Code ( 8)		of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4		6. Date Exercisable and Expiration Date (Month/Day/Year)		d 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v			Date Exercisable	Expiration Date	Title	Amount or Number of Shares					

Explanation of Responses:

Remarks:

<u>/s/ Christine E. Hermann,</u> <u>Attorney in Fact for John K.</u>

**Stipancich** 

07/30/2013

\*\* Signature of Reporting Person Date

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

 $^{\ast}$  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.