

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

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

1. Name and Address of Reporting Person* <u>Senf Juan Eduardo</u>	2. Date of Event Requiring Statement (Month/Day/Year) <u>01/01/2008</u>	3. Issuer Name and Ticker or Trading Symbol <u>NEWELL RUBBERMAID INC [NWL]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ <u>President, Latin America</u>	5. If Amendment, Date of Original Filed (Month/Day/Year) <u>01/02/2008</u>
(Last) (First) (Middle) <u>3722 EAST COQUINA WAY</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
(Street) <u>WESTON FL 33326</u>			
(City) (State) (Zip)			

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>Common Stock</u>	<u>30,605⁽¹⁾</u>	<u>D</u>	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
<u>Option (Right to Buy)</u>	<u>(2)</u>	<u>01/26/2014</u>	<u>Common Stock</u>	<u>20,000</u>	<u>23.08</u>	<u>D</u>
<u>Option (Right to Buy)</u>	<u>(3)</u>	<u>05/13/2014</u>	<u>Common Stock</u>	<u>10,000</u>	<u>22.98</u>	<u>D</u>
<u>Option (Right to Buy)</u>	<u>(4)</u>	<u>02/10/2015</u>	<u>Common Stock</u>	<u>13,000</u>	<u>22.38</u>	<u>D</u>
<u>Option (Right to Buy)</u>	<u>(5)</u>	<u>02/08/2016</u>	<u>Common Stock</u>	<u>13,000</u>	<u>23.99</u>	<u>D</u>
<u>Option (Right to Buy)</u>	<u>(6)</u>	<u>02/06/2017</u>	<u>Common Stock</u>	<u>14,000</u>	<u>30.37</u>	<u>D</u>

Explanation of Responses:

- Includes 6,000 shares of Restricted Stock granted on February 10, 2005, 11,306 shares of Restricted Stock granted on February 8, 2006, 8,299 shares of Restricted Stock granted on February 6, 2007, and 5,000 shares of Restricted Stock granted on November 6, 2007. All restrictions on shares lapse on the third anniversary of the date of grant.
- Options Granted on January 26, 2004. Options become exercisable in annual installments of 20% of the number of options granted.
- Options Granted on May 13, 2004. Options become exercisable in annual installments of 20% of the number of options granted.
- Options Granted on February 10, 2005. Options become exercisable in annual installments of 20% of the number of options granted.
- Options Granted on February 8, 2006. Options become exercisable in annual installments of 20% of the number of options granted.
- Options Granted on February 6, 2007. Options become exercisable in annual installments of 20% of the number of options granted.

Remarks:

/s/ Christine E. Vogt, Attorney 01/14/2008
in Fact for J. Eduardo Senf

** 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 5 (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.