

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

OMB Number:	3235-0104
Estimated average burden hours per response:	0.5

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

<b>1. Name and Address of Reporting Person*</b> <u>Gould Jay</u>  (Last) (First) (Middle) <u>C/O NEWELL RUBBERMAID INC.</u> <u>10B GLENLAKE PKWY., STE. 300</u>  (Street) <u>ATLANTA GA 30328</u>  (City) (State) (Zip)	<b>2. Date of Event Requiring Statement (Month/Day/Year)</b> <u>12/01/2007</u>	<b>3. Issuer Name and Ticker or Trading Symbol</b> <u>NEWELL RUBBERMAID INC [ NWL ]</u>  <b>4. Relationship of Reporting Person(s) to Issuer (Check all applicable)</b> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>President, Home &amp; Family Prod.</u>	<b>5. If Amendment, Date of Original Filed (Month/Day/Year)</b>  <b>6. Individual or Joint/Group Filing (Check Applicable Line)</b> <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
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### 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>14,370<sup>(1)</sup></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	Title	Amount or Number of Shares			
<u>Option (Right to Buy)</u>	<u>(2)</u>	<u>06/15/2016</u>	<u>Common Stock</u>	<u>20,000</u>	<u>25.61</u>	<u>D</u>	
<u>Option (Right to Buy)</u>	<u>(3)</u>	<u>02/06/2017</u>	<u>Common Stock</u>	<u>10,000</u>	<u>30.37</u>	<u>D</u>	

**Explanation of Responses:**

1. Includes 5,000 shares of Restricted Stock granted on June 15, 2006 and 9,370 shares of Restricted Stock granted on February 6, 2007. All restrictions on shares lapse on the third anniversary of the date of grant.
2. Options Granted on June 15, 2006. Options become exercisable in annual installments of 20% of the number of options granted.
3. 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 12/07/2007  
in Fact for Jay Gould

\*\* 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.

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