

WRIGHT WILLIAM J  
Form 3  
October 25, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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,  
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 \*  
WRIGHT WILLIAM J  
(Last) (First) (Middle)

2. Date of Event Requiring Statement  
(Month/Day/Year)  
10/18/2010

3. Issuer Name and Ticker or Trading Symbol  
TUPPERWARE BRANDS CORP [TUP]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

TUPPERWARE BRANDS  
CORP., 14901 S ORANGE  
BLOSSOM TRAIL  
(Street)

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
SVP, Global Product Marketing

ORLANDO, FL 32837  
(City) (State) (Zip)

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 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)
Common Stock	3,079	D	À
Common Stock	2,467	I	By 401K

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

SEC 1473 (7-02)

**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 control number.**

**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	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
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## Edgar Filing: WRIGHT WILLIAM J - Form 3

	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Stock Option	11/17/2006 <sup>(1)</sup>	11/16/2015	Common Stock	4,400	\$ 23.49	D	Â
Stock Option	11/02/2007 <sup>(2)</sup>	11/01/2016	Common Stock	2,400	\$ 20.83	D	Â
Stock Option	11/02/2008 <sup>(3)</sup>	11/01/2017	Common Stock	4,400	\$ 33.77	D	Â
Stock Option	11/19/2009 <sup>(4)</sup>	11/18/2018	Common Stock	9,450	\$ 17.54	D	Â
Stock Option	11/18/2010 <sup>(5)</sup>	11/17/2019	Common Stock	3,750	\$ 48.3	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WRIGHT WILLIAM J TUPPERWARE BRANDS CORP. 14901 S ORANGE BLOSSOM TRAIL ORLANDO, FL 32837	Â	Â	Â SVP, Global Product Marketing	Â

## Signatures

/s/Susan C. Chiono,  
Attorney-in-Fact

10/22/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) The option vests in three equal annual installments beginning on November 17, 2006.
- (2) The option vests in three equal annual installments beginning on November 2, 2007.
- (3) The option vests in three equal annual installments beginning on November 2, 2008.
- (4) The option vests in three equal annual installments beginning on November 19, 2009.
- (5) The option vests in three equal annual installments beginning on November 18, 2010.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.