

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)

ORLANDO, FL 32837

(City) (State) (Zip)

(Check all applicable)

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

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)

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**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 |
|--|--|--|---------------------------|----------------------|--|
|--|--|--|---------------------------|----------------------|--|

## Edgar Filing: WRIGHT WILLIAM J - Form 3

|              | Date Exercisable          | Expiration Date | (Instr. 4)<br>Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I)<br>(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<br>TUPPERWARE BRANDS CORP.<br>14901 S ORANGE BLOSSOM TRAIL<br>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.

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