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TUPPERWA Form 4 February 06,	ARE BRANDS Co 2014	ORP									
FORM 4 UNITED STATES SECU									OMB APPROVAL		
	STATES	SECURITIES AND EXCHANGE C Washington, D.C. 20549					COMMISSION	OMB Number:	3235-0287		
Check thi if no long subject to Section 1	6.	x STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP (SECURITIES						NERSHIP OF	Expires: January 31 200 Estimated average burden hours per		
Form 4 or Form 5 obligation may cont <i>See</i> Instru 1(b).	Filed pura ns Section 17(a	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							response	0.5	
(Print or Type F	Responses)										
PARKER DAVID R Symbo TUPP			Symbol	Name and				5. Relationship of Reporting Person(s) to Issuer			
			[TUP]					(Check all applicable)			
		/liddle)		-	ansaction			_X_ Director Officer (give below)		Owner er (specify	
(Street) 4. If A			4. If Ame	f Amendment, Date Original				6. Individual or Joint/Group Filing(Check			
				th/Day/Year	-			Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Tabl	e I - Non-D	Derivative	Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deem Execution any (Month/D	Date, if	Code (Instr. 8)	4. Securi on(A) or Di (Instr. 3, Amount	ispose	d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock	02/04/2014			S	500	D	\$ 76.51	28,482	D		

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

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 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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)	Code	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration D (Month/Day/ e s	6. Date Exercisable and Expiration Date (Month/Day/Year)		tle and unt of erlying rities r. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Own Follo Repo Trans (Instr	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Reporting Owners												
Re	porting Owne	ner Name / Address		Relations	-							
			Director	10% Owner	Officer	Other						
THE ARC		PARTNERSHIPS ENUE, 20TH FLO	X									

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Signatures

NEW YORK, NY 10017

/s/ Susan R. Coumes, Attorney-in-Fact for Mr. Parker 02/06/2014

Explanation of Responses:

* 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. 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.