

SERVICEMASTER CO  
Form 4  
July 26, 2007

**FORM 4**

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

OMB APPROVAL

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**STATEMENT OF CHANGES IN 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 \*  
ASCOLESE RICHARD A

(Last) (First) (Middle)

3250 LACEY ROAD, SUITE 600

(Street)

DOWNERS  
GROVE, IL 60515-1700

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SERVICEMASTER CO [SVM]

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/24/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

TGL PRESIDENT & COO

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 Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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)
				(A) or (D)	Price		
Common stock \$.01 par value	07/24/2007		D	163,157	D \$ 15.625	0 <sup>(1)</sup>	D
Common stock \$.01 par value	07/24/2007		D	2,367	D \$ 15.625	0 <sup>(1)</sup>	I by 401(k) Plan
Common stock \$.01 par value	07/24/2007		D	1,546	D \$ 15.625	0 <sup>(1)</sup>	I Deferred Comp

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

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.

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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)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
1998 Non-Qual. Stock Option (Right to Buy)	\$ 11.4125	07/24/2007		D	10,000	04/03/2001 04/02/2010	Common stock \$.01 par value
1998 Non-Qual. Stock Option (Right to Buy)	\$ 18.075	07/24/2007		D	16,750	01/29/2000 01/28/2009	Common stock \$.01 par value
1998 Non-Qual. Stock Option (Right to Buy)	\$ 18.2583	07/24/2007		D	11,250	02/16/1999 02/15/2008	Common stock \$.01 par value
2000 Emplée Stock Option (Right to Buy)	\$ 9.88	07/24/2007		D	11,333	03/18/2004 03/17/2013	Common stock \$.01 par value
2000 Emplée Stock Option (Right to Buy)	\$ 10.3	07/24/2007		D	22,000	12/18/2003 12/17/2009	Common stock \$.01 par value
2000 Emplée Stock Option (Right to Buy)	\$ 10.52	07/24/2007		D	10,000	03/16/2002 03/15/2008	Common stock \$.01 par value
2000 Emplée Stock Option (Right to Buy)	\$ 13.83	07/24/2007		D	15,000	02/08/2003 02/07/2009	Common stock \$.01 par value

