



DIVISION OF  
CORPORATION FINANCE

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

October 24, 2011

Via E-mail

Dean A. Scarborough, Chief Executive Officer  
Avery Dennison Corporation  
150 North Orange Grove Boulevard  
Pasadena, California 91103

**RE: Avery Dennison Corporation**  
**Form 10-K for Fiscal Year Ended January 1, 2011**  
**Filed February 28, 2011**  
**File No. 001-07685**

Dear Mr. Scarborough:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Pamela Howell  
for

John Reynolds  
Assistant Director