

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

| OMB APPROVAL             |           |
|--------------------------|-----------|
| OMB Number:              | 3235-0287 |
| Estimated average burden |           |
| hours per response:      | 0.5       |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

|   |  |  |   |  |  |  |  |  |
|---|--|--|---|--|--|--|--|--|
| <b>1. Name and Address of Reporting Person*</b><br><u>SCARBOROUGH DEAN A</u><br><br>(Last) (First) (Middle)<br><u>207 GOODE AVENUE</u><br><br>(Street)<br><u>GLENDAL CA 91203</u><br><br>(City) (State) (Zip) |  |  | <b>2. Issuer Name and Ticker or Trading Symbol</b><br><u>Avery Dennison Corp [ AVY ]</u><br><br><b>3. Date of Earliest Transaction (Month/Day/Year)</b><br><u>02/09/2017</u><br><br><b>4. If Amendment, Date of Original Filed (Month/Day/Year)</b> |  |  | <b>5. Relationship of Reporting Person(s) to Issuer</b><br>(Check all applicable)<br><input checked="" type="checkbox"/> Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><p style="text-align: center;"><u>Executive Chairman</u></p><br><b>6. Individual or Joint/Group Filing (Check Applicable Line)</b><br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|------------------------|---|--|---|
|                                 |                                      |  | Code                           | V | Amount  | (A) or (D) | Price                  |   |  |   |
| Common Stock                    | 02/09/2017 <sup>(1)</sup>            |  | M                              |   | 25,000  | A          | \$39.32                | 156,066   | D  |   |
| Common Stock                    | 02/09/2017 <sup>(1)</sup>            |  | S                              |   | 25,000  | D          | \$79.26 <sup>(2)</sup> | 131,066   | D  |   |
| Common Stock                    |                                      |  |                                |   |   |            |                        | 20  | I  | By Son  |
| Common Stock                    |                                      |  |                                |   |   |            |                        | 148   | I  | Owned By Spouse                                       |
| Common Stock (Savings Plan)     |                                      |  |                                |   |   |            |                        | 42,317.6953   | I  | Savings Plan  |

**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 Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |           |
|--|--|--------------------------------------|--|--------------------------------|---|--|--------|--|-----------------|---|--|--|---|--|-----------|
|  |  |                                      |  | Code                           | V | (A)  | (D)    | Date Exercisable   | Expiration Date |   |  |  |   |  | Title     |
| 2011 Employee Stock Option                 | \$39.32  | 02/09/2017 <sup>(1)</sup>            |  | M                              |   |  | 25,000 | 02/24/2012 <sup>(3)</sup>                                | 02/24/2021      | Common Stock  | 25,000                                     | \$0  | 125,000   | D  |           |
| Common Stock Units                         | \$0  |                                      |  |                                |   |  |        | 08/08/1988   | 08/08/1988      | Common Stock  | 3,254.5915                                 |  | 3,254.5915  | I  | Cap Trust |

**Explanation of Responses:**

- Transaction occurred pursuant to a Rule 10b5-1 Trading Plan established prior to trade date.
- This transaction was executed in multiple trades at prices ranging from \$78.88 to \$79.69. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer, or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- Options are exercisable in cumulative installments of 25% on the first, second, third and fourth anniversary of the date of the grant.

/s/ Erica Perry POA for Dean A Scarborough 02/13/2017

\*\* Signature of Reporting Person Date

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

\* 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.

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 Number.