

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

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

1. Name and Address of Reporting Person* <u>Coulson Simon</u> (Last) (First) (Middle) 7 BISHOP STREET (Street) FRAMINGHAM MA 01702 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 06/07/2004	3. Issuer Name and Ticker or Trading Symbol <u>AVERY DENNISON CORPORATION [AVY]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Group VP, Retail Info.Services	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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)
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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 (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Employee Stock Option (Right to Buy)	12/07/2003 ⁽¹⁾	12/07/2010	Common Stock	7,500	50.72	D	
Employee Stock Option (Right to Buy)	12/07/2003 ⁽¹⁾	12/07/2010	Common Stock	7,500	54.0313	D	
Employee Stock Option (Right to Buy)	09/04/2013 ⁽¹⁾	12/04/2013	Common Stock	14,250	55.55	D	
Employee Stock Option (Right to Buy)	09/06/2011 ⁽¹⁾	12/06/2011	Common Stock	40,000	55.705	D	
Employee Stock Option (Right to Buy)	12/02/2000 ⁽¹⁾	12/02/2009	Common Stock	7,500	59.1563	D	
Employee Stock Option (Right to Buy)	03/01/2005	03/01/2010	Common Stock	20,000	59.1563	D	
Employee Stock Option (Right to Buy)	09/05/2012 ⁽¹⁾	12/05/2012	Common Stock	20,000	62.87	D	

Explanation of Responses:

1. Option vests nine years and nine months from the date of grant, but becomes eligible for accelerated vesting beginning three years from the date of grant, if the Company meets certain pre-established performance criteria.

By: Irene Marquard For: Simon Coulson 06/08/2004

** 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 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).

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.