

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
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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

1. Name and Address of Reporting Person* MALCHIONE ROBERT M (Last) (First) (Middle) 150 NORTH ORANGE GROVE BLVD (Street) PASADENA CA 91103 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol AVERY DENNISON CORPORATION [AVY]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Sr. VP, Corp.Strategy & Techn
	3. Date of Earliest Transaction (Month/Day/Year) 02/24/2011	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

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			
Savings Plan								6,959.1782	I	Savings Plan
Common Stock	02/24/2011		M		341	A	\$39.32	12,507	D	
Common Stock	02/24/2011		M		224	A	\$39.32	12,731	D	
Common Stock	02/24/2011		M		1,900	A	\$39.32	14,631	D	
Common Stock	02/24/2011		M		1,577	A	\$39.32	16,208	D	
Common Stock	02/24/2011		F		1,501	D	\$39.32	14,707	D	

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 Stock Option	\$39.32	02/24/2011		A		50,760		02/24/2012 ⁽¹⁾	02/24/2021	Common Stock	50,760	\$0	50,760	D	
2011 PSU Award	\$0	02/24/2011		A		8,490		02/27/2014 ⁽²⁾	02/27/2014	Common Stock	8,490	\$0	8,490	D	
2005 DER	\$39.32 ⁽³⁾	02/24/2011		M		341		02/24/2011	04/28/2011	Common Stock	341	\$0	0	D	
2006 DER	\$39.32 ⁽⁴⁾	02/24/2011		M		224		02/24/2011	04/28/2011	Common Stock	224	\$0	0	D	
2005 RSU award	\$39.32 ⁽⁵⁾	02/24/2011		M		1,900		02/24/2011	04/28/2011	Common Stock	1,900	\$0	0	D	
2006 RSU award	\$39.32 ⁽⁶⁾	02/24/2011		M		1,577		02/24/2011	04/28/2011	Common Stock	1,577	\$0	0	D	

Explanation of Responses:

- Options are exercisable in cumulative installments of 25% on the first, second, third and fourth anniversary of the date of the grant.
- Performance units vest, if at all, on February 27, 2014, provided certain Company performance objectives are met. Each performance unit represents a contingent right to receive one share of Avery Dennison Corporation common stock.
- Settlement of dividend equivalent rights in connection with vesting of restricted stock units. The rights accrued when and as dividends were paid on the common stock. Each dividend right represents the right to receive one share of common stock.
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/s/ Barbara Bartoletti POA for Robert M. Malchione 02/28/2011

** 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.

