

Avery Dennison Corp  
Form 4  
February 06, 2017

# FORM 4

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

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

## 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

### OMB APPROVAL

OMB  
Number: 3235-0287  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Miller Susan C

(Last) (First) (Middle)

207 GOODE AVENUE

(Street)

GLENDAL, CA 91203

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading  
Symbol

Avery Dennison Corp [AVY]

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

02/03/2017

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

Senior VP, Gen Counsel & Secty

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ 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)
Common Stock	02/03/2017 <sup>(1)</sup>		M	52,920 A	\$ 39.32 59,438	D	
Common Stock	02/03/2017 <sup>(1)</sup>		S	52,920 D	\$ 79.16 <sup>(2)</sup> 6,518	D	
Common Stock	02/03/2017 <sup>(1)</sup>		M	38,110 A	\$ 30.5 44,628	D	
Common Stock	02/03/2017 <sup>(1)</sup>		S	38,110 D	\$ 79.17 <sup>(3)</sup> 6,518	D	
Common Stock	02/03/2017 <sup>(1)</sup>		M	13,035 A	\$ 52.115 19,553	D	

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Common Stock	02/03/2017 <sup>(1)</sup>	S	13,035	D	\$ 79.17 <sup>(4)</sup>	6,518	D	
Common Stock						17,405.7058	I	EVDRP
Common Stock (Savings Plan)						674.8322	I	Savings Plan

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

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SEC 1474  
(9-02)

**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 Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
2011 Employee Stock Option	\$ 39.32	02/03/2017 <sup>(1)</sup>		M	52,920	02/24/2012 <sup>(5)</sup> 02/24/2021	Common Stock 52,920
2012 Employee Stock Option	\$ 30.5	02/03/2017 <sup>(1)</sup>		M	38,110	02/23/2013 <sup>(5)</sup> 02/23/2022	Common Stock 38,110
2008 Employee Stock Option	\$ 52.115	02/03/2017 <sup>(1)</sup>		M	13,035	02/28/2009 <sup>(5)</sup> 02/28/2018	Common Stock 13,035

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other

Miller Susan C  
207 GOODE AVENUE  
GLENDALE, CA 91203

Senior VP, Gen Counsel & Secty

## Signatures

Erica Perry POA for Susan C  
Miller

02/06/2017

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

(1) Transaction occurred pursuant to a Rule 10b5-1 Trading Plan established prior to the trade date.

This transaction was executed in multiple trades at prices ranging from \$78.79 to \$79.92. 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.

(3) This transaction was executed in multiple trades at prices ranging from \$78.79 to \$79.86. 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.

(4) This transaction was executed in multiple trades at prices ranging from \$78.79 to \$79.82. 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.

(5) Stock options vest in cumulative installments of 25% on the first, second, third and fourth anniversary of the date of the grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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