

Avery Dennison Corp
 Form 4
 February 27, 2017

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
 SCARBOROUGH DEAN A

(Last) (First) (Middle)
 207 GOODE AVENUE
 (Street)

GLENDALE, 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)
 02/23/2017

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
 Executive Chairman

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/23/2017		M		25,996	A	\$ 80.21
Common Stock	02/23/2017		F		13,565	D	\$ 80.21
Common Stock	02/23/2017		M		19,981	A	\$ 80.21
Common Stock	02/23/2017		F		10,427	D	\$ 80.21
Common Stock	02/23/2017		M		20,385	A	\$ 80.21

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Common Stock	02/23/2017	F	10,637	D	\$ 80.21	135,775	D	
Common Stock	02/23/2017	M	5,655	A	\$ 80.21	141,430	D	
Common Stock	02/23/2017	F	2,951	D	\$ 80.21	138,479	D	
Common Stock	02/23/2017	M	99,526	A	\$ 80.21	238,005	D	
Common Stock	02/23/2017	F	51,933	D	\$ 80.21	186,072	D	
Common Stock						20	I	By Son
Common Stock						148	I	Owned By Spouse
Common Stock (Savings Plan)						42,317.6953	I	Savings Plan

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

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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 of Number of Shares
2013 MSU Award	\$ 0	02/23/2017		M	25,996 (1)	02/27/2014 03/01/2017	Common Stock 25,99
2014 MSU Award	\$ 0	02/23/2017		M	19,981 (2)	02/26/2015 02/27/2018	Common Stock 19,98
	\$ 0	02/23/2017		M		02/26/2016 02/26/2019	20,38

