

Avery Dennison Corp
 Form 4
 February 29, 2016

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2015
 Estimated average burden hours per response... 0.5

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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)
 02/25/2016

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)
 Chairman and CEO

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/25/2016		M		14,210	A	\$ 65.68
Common Stock	02/25/2016		F		7,415	D	\$ 65.68
Common Stock	02/25/2016		M		22,766	A	\$ 65.68
Common Stock	02/25/2016		F		11,880	D	\$ 65.68
Common Stock	02/25/2016		M		114,976	A	\$ 65.68

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Common Stock	02/25/2016	F	59,996	D	\$ 65.68	225,191	D	
Common Stock	02/25/2016	M	15,666	A	\$ 65.68	240,857	D	
Common Stock	02/25/2016	F	7,456	D	\$ 65.68	233,401	D	
Common Stock						20	I	By Son
Common Stock						148	I	Owned By Spouse
Common Stock (Savings Plan)						40,536.6646	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 Security (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount
2015 MSU Award	\$ 0	02/25/2016		M		14,210 ⁽¹⁾		02/26/2016	02/26/2019	Common Stock	
2013 MSU Award	\$ 0	02/25/2016		M		22,766 ⁽²⁾		02/27/2014	03/01/2017	Common Stock	
2016 MSU Award	\$ 0	02/25/2016		A		17,999 ⁽³⁾		02/25/2017	02/25/2020	Common Stock	
2016 PU Award	\$ 0	02/25/2016		A		20,976 ⁽⁴⁾		02/25/2019	02/25/2019	Common Stock	
2013 PU Award	\$ 0	02/25/2016		M		114,976 ⁽⁵⁾		12/31/2013	03/01/2016	Common Stock	

