FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL										
OMB Number:	3235-028									
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0.5

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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).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Name and Address of Reporting Person* DIXON DIANE B					<u>Av</u>	2. Issuer Name and Ticker or Trading Symbol AVERY DENNISON CORPORATION AVY											of Reporting cable) or (give title	g Pers	on(s) to Issu 10% Ow Other (s	ner		
(Last) (First) (Middle) 150 N. ORANGE GROVE BLVD						3. Date of Earliest Transaction (Month/Day/Year) 11/10/2004										X Officer (give title Other (specify below) Sr. VP, Worldwide Comm. & Adv.						
(Street) PASADE			91103 (Zip)		4. 1	4. If Amendment, Date of Original Filed (Month/Day/Year)										6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person						
		Tab	le I - Nor	n-Deriv	/ativ	e Se	curit	ies A	cqı	uired,	Dis	posed o	f, o	r Ber	neficial	ly Owned	<u> </u>					
1. Title of Security (Instr. 3) 2. Tra			2. Trans Date (Month/			2A. Deemed Execution Date if any (Month/Day/Yea		Code (Instr			n Disposed Of (D		es Acquired (A) o Of (D) (Instr. 3, 4 a		Benefici	s	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	: Direct c	7. Nature of Indirect Beneficial Ownership			
										Code	v	Amount		(A) or (D)	Price	Reporte Transac (Instr. 3	tion(s)			Instr. 4)		
Common Stock			11/10	0/200	4				М		1,103	3	Α	\$16.2	25 2,	2,879		D				
Common	Common Stock															3,0	3,093.49		T I	SHARE Plan		
Common	Stock											1 1 1 5/18/11/ 1 1					Savings Plan					
Common	Stock															539	0.006	I by Trust				
		٦	Гable II -									osed of, onvertil				Owned						
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deeme Execution if any (Month/Day	d 4. Date, Trans Code		ction	5. Number		6. I	Date Exe piration I onth/Day	rcisa Date	ble and	7. Title and Amount of Securities Underlying Derivative Sec (Instr. 3 and 4)		J Security	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	e O' s Fo lly Di or (I)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(D)	Dat	te ercisable		Expiration Date	Title	e	Amount or Number of Shares							
Employee Stock Option (Right to	\$16.25	11/10/2004			M			1,103	09/	/01/2004 ⁽	(1) 1	2/01/2004		nmon tock	1,103	\$0	0		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: Diane

D. Dixon

** Signature of Reporting Person Date

11/11/2004

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.

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.