

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

1. Name and Address of Reporting Person* Butier Mitchell R			2. Issuer Name and Ticker or Trading Symbol Avery Dennison Corp [AVY]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) President and CEO		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 10/31/2017			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
207 GOODE AVENUE			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) GLENDALE CA 91203								
(City) (State) (Zip)								

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	10/31/2017 ⁽¹⁾		M		20,580	A	\$52.115	130,673	D	
Common Stock	10/31/2017 ⁽¹⁾		S		20,580	D	\$105.87 ⁽²⁾	110,093	D	
Common Stock	10/31/2017 ⁽¹⁾		M		15,000	A	\$49.44	125,093	D	
Common Stock	10/31/2017 ⁽¹⁾		S		15,000	D	\$105.78 ⁽³⁾	110,093	D	
Common Stock	10/31/2017 ⁽¹⁾		M		4,420	A	\$31.665	114,513	D	
Common Stock	10/31/2017 ⁽¹⁾		S		4,420	D	\$105.48 ⁽⁴⁾	110,093	D	
Common Stock	11/01/2017		G	V	250	D	\$0 ⁽⁵⁾	109,843	D	
Common Stock	11/01/2017		G	V	250	D	\$0 ⁽⁶⁾	109,593	D	
Common Stock	11/01/2017 ⁽¹⁾		M		9,551	A	\$31.665	119,144	D	
Common Stock	11/01/2017 ⁽¹⁾		S		9,551	D	\$106.85 ⁽⁷⁾	109,593	D	
Common Stock	11/01/2017 ⁽¹⁾		M		28,000	A	\$33.61	137,593	D	
Common Stock	11/01/2017 ⁽¹⁾		S		28,000	D	\$106.86 ⁽⁸⁾	109,593	D	
Common Stock (Savings Plan)								3,734.8463	I	Savings Plan

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
2008 Employee Stock Option	\$52.115	10/31/2017 ⁽¹⁾		M			20,580	02/28/2009 ⁽⁹⁾	02/28/2018	Common Stock	20,580	\$0	0	D	
2008 Butier Stock Option	\$49.44	10/31/2017 ⁽¹⁾		M			15,000	09/02/2009 ⁽⁹⁾	09/02/2018	Common Stock	15,000	\$0	0	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	Amount or Number of Shares				
2010 Employee Stock Option	\$31.665	10/31/2017 ⁽¹⁾		M			4,420	02/26/2011 ⁽⁹⁾	02/26/2020	Common Stock	4,420	\$0	9,551	D	
2010 Employee Stock Option	\$31.665	11/01/2017 ⁽¹⁾		M			9,551	02/26/2011 ⁽⁹⁾	02/26/2020	Common Stock	9,551	\$0	0	D	
2010 Butier Stock Option	\$33.61	11/01/2017 ⁽¹⁾		M			28,000	06/01/2011 ⁽⁹⁾	06/01/2020	Common Stock	28,000	\$0	0	D	

Explanation of Responses:

- 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 \$105.68 to \$105.93. 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.
- This transaction was executed in multiple trades at prices ranging from \$105.60 to \$105.96. 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.
- This transaction was executed in multiple trades at prices ranging from \$105.10 to \$105.82. 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.
- The shares were a bona fide charitable gift to Loyola Marymount University.
- The shares were a bona fide charitable gift to La Canada Flintridge Educational Foundation.
- This transaction was executed in multiple trades at prices ranging from \$105.58 to \$107.12. 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.
- This transaction was executed in multiple trades at prices ranging from \$105.67 to \$106.86. 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.
- Stock options vest in cumulative installments of 25% on the first, second, third and fourth anniversaries of the grant date.

/s/ Erica Perry POA for
Mitchell R Butier

11/02/2017

** 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.

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.