FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CHANGES	S IN BENEFICIA	L OWNERSHIP

OMB APPROVAL							
OMB Number: 3235-0287							
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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).

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* NEVILLE R SHAWN				<u> </u>	2. Issuer Name and Ticker or Trading Symbol AVERY DENNISON CORPORATION AVY					(Che	ck all applica Director	,	rson(s) to Issu 10% Ov Other (s	vner	
(Last) (First) (Middle) 7 BISHOP STREET				3. Date of Earliest Transaction (Month/Day/Year) 02/26/2010					X	X Officer (give title Officer (specify below) Group VP, RIS					
(Street) FRAMINGHAM X1			4.	4. If Amendment, Date of Original Filed (Month/Day/Year)				Line)	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City)	(S	tate)	(Zip)	rivati	ve Se	-curitie	<u>.</u> Δ.	cauired Di	snosed o	of or Rei	neficially				
1. Title of Security (Instr. 3) 2. Transa Date (Month/D			ransactio	on	2A. Deem Execution if any (Month/Da	ed 1 Date	3. Transactio	4. Securit	ties Acquire	ed (A) or tr. 3, 4 and 5)	5. Amoun	ly (D) (I) (I) (D) (I) (D) (D) (D)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)															
Security or Exercise (Month/Day/Year) if any Co		Transa	nsaction Derivative E		6. Date Exercisable and Expiration Date (Month/Day/Year) 7. Title and A of Securities Underlying Derivative Se (Instr. 3 and 4)		ies g Security	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s)	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		(Instr. 4)	5)	
Employee Stock Option (Right to Buy)	\$31.665	02/26/2010		A		129,273		02/26/2011 ⁽¹⁾	02/26/2020	Common Stock	129,273	\$0	129,273	D	

Explanation of Responses:

1. Options are exercisable in four cumulative installments of 25% each year beginning on the first anniversary date of the grant, which is the date given .

By: Irene Marquard For: R. Shawn Neville

03/01/2010

** Signature of Reporting Person

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.