
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

July 25, 2007

Avery Dennison Corporation

(Exact name of registrant as specified in its charter)

Delaware

1-7685

95-1492269

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

150 North Orange Grove Boulevard, Pasadena,
California

91103

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

626-304-2000

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On July 25, 2007, Avery Dennison Corporation ("Company") issued a news release announcing that Ken C. Hicks has been elected as a director of the Company effective as of July 25, 2007. Mr. Hicks was also named as a member of the Nominating and Governance Committee of the Board of Directors. A copy of the news release is attached as Exhibit 99.1 hereto.

Item 5.03 Amendments to Articles of Incorporation or Bylaws; Change in Fiscal Year.

Effective July 25, 2007, the Board of Directors amended Section 2 of Article III of the Company's Bylaws to increase the size of the Board of Directors from 10 to 11.

The text of the amended Section 2 of Article III of the Bylaws is attached as Exhibit 3.2.1 hereto.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

Exhibit No. Description

3.2.1 Amended Section 2 of Article III of the Bylaws

99.1 News release dated July 25, 2007.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Avery Dennison Corporation

July 30, 2007

By: */s/ Robert G. van Schoonenberg*

Name: Robert G. van Schoonenberg

Title: Executive Vice President, Chief Legal Officer and Secretary

Exhibit Index

Exhibit No.	Description
3.2.1	Amended Section 2 of Article III of the Bylaws
99.1	News release dated July 25, 2007

Article III — Directors

Section 2. *Number and Qualification of Directors.*

The number of directors of the corporation shall be eleven (11) until changed by a Bylaw amending this Section 2, duly adopted by the board of directors or by the stockholders.

Ken Hicks Elected to Avery Dennison Board of Directors

PASADENA, Calif.—(BUSINESS WIRE)—July 25, 2007—Avery Dennison Corporation (NYSE:AVY) today announced that its board of directors has elected Ken C. Hicks as a director of the Company, effective July 25, 2007.

Hicks is president and chief merchandising officer of J.C. Penney Company, Inc., one of America's leading retailers with 2006 annual revenue of approximately \$20 billion. He is responsible for JCPenney's merchandising, marketing, product development and sourcing, planning and allocation for stores, Internet and catalog.

"Ken Hicks is an excellent addition to our board of directors," said Dean A. Scarborough, president and chief executive officer of Avery Dennison. "He is a seasoned executive with extensive merchandising and operational expertise and excellent leadership skills. Ken has produced an outstanding record in the retail industry where he has increased sales and improved margins throughout his 20-year career. He will offer us significant insights into merchandising, marketing and branding."

Hicks joined JCPenney in 2002 as president and chief operating officer and was appointed to his current position in 2005. Previously, he was president of Payless ShoeSource, Inc. and executive vice president and general merchandise manager of the Home Shopping Network. Hicks has also held a number of senior merchandise positions at May Department Stores and was senior engagement manager at McKinsey & Co. Hicks spent six years in the U.S. Army. He is on the board of directors of the National 4-H Council. Hicks received an undergraduate degree from the U.S. Military Academy and an MBA from the Harvard Business School.

Avery Dennison is a global leader in pressure-sensitive labeling materials, retail tag, ticketing and branding systems, and office products. Based in Pasadena, Calif., Avery Dennison is a FORTUNE 500 Company with 2006 sales of \$5.6 billion. Following the acquisition of Paxar in 2007, Avery Dennison employs more than 30,000 individuals in 51 countries worldwide, who develop, manufacture and market a wide range of products for both consumer and industrial markets. Products offered by Avery Dennison include: Fasson brand self-adhesive materials; Avery Dennison and Paxar brand products for the retail and apparel industries; Avery brand office products and graphics imaging media; specialty tapes, peel-and-stick postage stamps, and labels for a wide variety of automotive, industrial and durable goods applications.

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