

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
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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* <u>SCARBOROUGH DEAN A</u> (Last) (First) (Middle) <u>207 GOODE AVENUE</u> (Street) <u>GLENDALE CA 91203</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Avery Dennison Corp [AVY]</u>	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) <p style="text-align: right;"><u>Executive Chairman</u></p>
	3. Date of Earliest Transaction (Month/Day/Year) <u>02/07/2017</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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	02/07/2017 ⁽¹⁾		M		25,000	A	\$39.32	156,066	D	
Common Stock	02/07/2017 ⁽¹⁾		S		25,000	D	\$79.26 ⁽²⁾	131,066	D	
Common Stock	02/08/2017 ⁽¹⁾		M		25,000	A	\$39.32	156,066	D	
Common Stock	02/08/2017 ⁽¹⁾		S		25,000	D	\$79.28 ⁽³⁾	131,066	D	
Common Stock								20	I	By Son
Common Stock								148	I	Owned By Spouse
Common Stock (Savings Plan)								42,317.6953	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	Amount or Number of Shares				
2011 Employee Stock Option	\$39.32	02/07/2017 ⁽¹⁾		M		25,000		02/24/2012 ⁽⁴⁾	02/24/2021	Common Stock	25,000	\$0	175,000	D	
2011 Employee Stock Option	\$39.32	02/08/2017 ⁽¹⁾		M		25,000		02/24/2012 ⁽⁴⁾	02/24/2021	Common Stock	25,000	\$0	150,000	D	
Common Stock Units	\$0							08/08/1988	08/08/1988	Common Stock	3,254.5915		3,254.5915	I	Cap Trust

Explanation of Responses:

- Transaction occurred pursuant to a Rule 10b5-1 Trading Plan established prior to trade date.
- This transaction was executed in multiple trades at prices ranging from \$78.82 to \$79.79. 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 \$78.77 to \$79.55. 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.
- Options are exercisable in cumulative installments of 25% on the first, second, third and fourth anniversary of the date of the grant.

/s/ Erica Perry POA for Dean A Scarborough 02/09/2017

** 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.