## SEC Form 4

I

## FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## 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

# I OMB APPROVAL

| 1. Name and Addre                       | ULIA A        |                | 2. Issuer Name and Ticker or Trading Symbol<br><u>AVERY DENNISON CORPORATION</u> [<br>AVY ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>X Director 10% Owner<br>Officer (give title Other (specify<br>below) below) |
|---|---------------|----------------|---|---|
| (Last)(First)(Middle)450 N. BRAND BLVD. |               | (Middle)       | 3. Date of Earliest Transaction (Month/Day/Year)<br>06/30/2009                              | Delow)  |
| (Street)<br>GLENDALE<br>(City)          | CA<br>(State) | 91203<br>(Zip) | <ul> <li>4. If Amendment, Date of Original Filed (Month/Day/Year)</li> </ul>                | 6. Individual or Joint/Group Filing (Check Applicable<br>Line)<br>X Form filed by One Reporting Person<br>Form filed by More than One Reporting<br>Person |

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Code (Instr. |   |        |               |                   | Securities<br>Beneficially         | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------|--|---|--------------|---|--------|---------------|-------------------|------------------------------------|---|---|
|                                 |  |   | Code         | v | Amount | (A) or<br>(D) | Price             | Transaction(s)<br>(Instr. 3 and 4) |   | (instit 4)  |
| Common Stock                    | 06/30/2009                                 |   | Α            |   | 750    | Α             | \$ <mark>0</mark> | 3,900                              | D   |   |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | of     |     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount<br>of Securities<br>Underlying<br>Derivative Security<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---|---|--|---|------------------------------|---|--------|-----|--|--------------------|---|--|---|--|--|--|
|   |   |  |   | Code                         | v | (A)    | (D) | Date<br>Exercisable  | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares |   |  |  |  |
| Common<br>Stock<br>Units                            | \$0   | 06/30/2009                                 |   | A <sup>(1)</sup>             |   | 993.78 |     | 08/08/1988   | 08/08/1988         | Common<br>Stock   | 993.78                                 | \$0   | 10,799.12  | I  | DDECP  |

Explanation of Responses:

1. Stock units were acquired by the reporting person pursuant to the Avery Dennison Corporation Non-Employee Director Deferred Equity Compensation Program ("DDECP") in transactions exempt under Rules 16a-11 and 16b-3(d).

| <u>By: Irene Marquard For: Julia</u><br><u>A. Stewart</u> | 07/01/2009 |
|---|------------|
| ** 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.

| 3235-0287                |  |  |  |  |  |  |  |  |  |  |
|--------------------------|--|--|--|--|--|--|--|--|--|--|
| Estimated average burden |  |  |  |  |  |  |  |  |  |  |
| 0.5                      |  |  |  |  |  |  |  |  |  |  |
|                          |  |  |  |  |  |  |  |  |  |  |