FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

l	OMB APPRO	VAL				
l	OMB Number:	3235-0287				
l	Estimated average burde	en				
l	hours per response:	0.5				

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* HICKS KEN C							2. Issuer Name and Ticker or Trading Symbol AVERY DENNISON CORPORATION [AVY]							5. Relationship of Reporting Pound (Check all applicable) X Director			ner	
(Last) (First) (Middle) 112 WEST 34TH STREET						3. Date of Earliest Transaction (Month/Day/Year) 06/30/2010							Officer below)	(give title	Other (s below)		pecify	
(Street) NEW YO			10120 (Zip)				4. If Amendment, Date of Original Filed (Month/Day/Year)							ndividual or Joint/Group Filing (Check Applicable e) X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(Oity)	(5			Dori	vativ	. 50	ouritios	. ^ ^	quired, Di	enocod o	of or Bo	noficial	v Ownod					
1. Title of Security (Instr. 3) 2. Transac Date (Month/Date)					saction /Day/Ye	ay/Year) 2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transactic Code (Ins 8)	4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 5) Amount (A) or (D)		ed (A) or etr. 3, 4 and Price	5. Amou Securitie Beneficia Owned Reported Transact (Instr. 3 a	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		irect direct E	. Nature of Indirect Beneficial Dwnership Instr. 4)		
		7							uired, Dis , options,				Owned					
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/Yea	Date,	Code (Inst				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 derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	y Ow Fo Dir or (I)	vvnership vrm: rect (D) Indirect (Instr. 4)	Beneficial Ownership (Instr. 4)	
					Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares						
Common Stock Units	\$0	06/30/2010			A ⁽¹⁾		318.83		08/08/1988	08/08/1988	Common Stock	318.83	\$0	3,413.3		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).

By: Irene Marquard For: Ken C. Hicks

07/01/2010

** 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.