

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* SCARBOROUGH DEAN A <hr/> (Last) (First) (Middle) 150 NORTH ORANGE GROVE BLVD <hr/> (Street) PASADENA CA 91103 <hr/> (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol AVERY DENNISON CORPORATION [AVY]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chairman, President and C.E.O.		
			3. Date of Earliest Transaction (Month/Day/Year) 02/24/2011					
			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			
Savings Plan								28,959.2726	I	Savings Plan
SHARE Plan								4,096.2058	I	SHARE Plan
by Spouse								148	I	owned by spouse
owned by child								20	I	owned by child
Common Stock	02/24/2011		M		1,078	A	\$39.32	58,335	D	
Common Stock	02/24/2011		M		923	A	\$39.32	59,258	D	
Common Stock	02/24/2011		M		6,000	A	\$39.32	65,258	D	
Common Stock	02/24/2011		M		6,500	A	\$39.32	71,758	D	
Common Stock	02/24/2011		F		5,321	D	\$39.32	66,437	D	

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 Stock Option	\$39.32	02/24/2011		A		250,000		02/24/2012 ⁽¹⁾	02/24/2021	Common Stock	250,000	\$0	250,000	D	
2011 PSU Award	\$0	02/24/2011		A		42,000		02/27/2014 ⁽²⁾	02/27/2014	Common Stock	42,000	\$0	42,000	D	
2005 DER	\$39.32 ⁽³⁾	02/24/2011		M			1,078	02/24/2011	04/28/2011	Common Stock	1,078	\$0	0	D	
2006 DER	\$39.32 ⁽⁴⁾	02/24/2011		M			923	02/24/2011	04/28/2011	Common Stock	923	\$0	0	D	
2005 RSU award	\$39.32 ⁽⁵⁾	02/24/2011		M			6,000	02/24/2011	04/28/2011	Common Stock	6,000	\$0	0	D	
2006 RSU award	\$39.32 ⁽⁶⁾	02/24/2011		M			6,500	02/24/2011	04/28/2011	Common Stock	6,500	\$0	0	D	

Explanation of Responses:

- Options are exercisable in cumulative installments of 25% on the first, second, third and fourth anniversary of the date of the grant.
- Performance units vest, if at all, on February 27, 2014, provided certain Company performance objectives are met. Each performance unit represents a contingent right to receive one share of Avery Dennison Corporation common stock.
- Settlement of dividend equivalent rights in connection with vesting of restricted stock units. The rights accrued when and as dividends were paid on the common stock. Each dividend right represents the right to receive one share of common stock.
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/s/ Barbara Bartoletti POA for 02/28/2011
Dean A. Scarborough

** 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.

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