Instruction 1(b).

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CHANGES	IN BENEFICIAL	OWNERSHIP
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OMB APPROVAL OMB Number: Estimated average burden hours per response: 0.5

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>Alford Bradley A</u>			A	2. Issuer Name and Ticker or Trading Symbol AVERY DENNISON CORPORATION AVY								5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner						
(Last) (First) (Middle) NESTLE USA 800 N. BRAND BLVD.			06	3. Date of Earliest Transaction (Month/Day/Year) 06/30/2010 4. If Amendment, Date of Original Filed (Month/Day/Year)								below			Other (s below)			
(Street) GLEND			91203 (Zip)		. 4.1	f Ame	ndment, [Oate of	f Original Fil	led (M	Month/Da	y/Year)	6. Lir	X Form	iled by One	Repo	rting Persor	1
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																		
1. Title of Security (Instr. 3) 2. Transac Date (Month/Date)				Execution Date,		3. Transacti Code (Ins 8)	ion str.	5) (4) or		tr. 3, 4 an	d Securiti Benefici Owned I Reporte Transac	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		Direct of Indirect Etr. 4)	7. Nature of Indirect Beneficial Ownership Instr. 4)			
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	conversion r Exercise rice of perivative		Date, T	4. Transactior Code (Instr 8)				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)	ly	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)	
				C	Code	v	(A)		Date Exercisable		piration te	Title	Amount or Number of Shares	1				
Common Stock	\$0	06/30/2010			A ⁽¹⁾		552.44		08/08/1988	08/	/08/1988	Common Stock	552.44	\$0	552.44		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: Bradley A. Alford

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.