

Avery Dennison Corp
 Form 4
 February 17, 2017

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Siewert Patrick

2. Issuer Name and Ticker or Trading Symbol
 Avery Dennison Corp [AVY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 207 GOODE AVENUE
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 02/16/2017

Director 10% Owner
 Officer (give title below) Other (specify below)

GLENDALE, CA 91203
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	02/16/2017		M		5,027 A \$ 38.18	24,040	D
Common Stock	02/16/2017		S		5,027 D \$ 80	19,013	D
Common Stock	02/16/2017		M		2,000 A \$ 52.115	21,013	D
Common Stock	02/16/2017		S		2,000 D \$ 80	19,013	D
Common Stock	02/16/2017		M		2,000 A \$ 20.64	21,013	D
Common Stock	02/16/2017		S		2,000 D \$ 80	19,013	D

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Common
Stock

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

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 (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	Amount or Number of Shares
2010 Director Stock Option	\$ 38.18	02/16/2017		M	5,027	04/22/2011 ⁽¹⁾ 04/22/2020	Common Stock	5,027
2008 Director Stock Option	\$ 52.115	02/16/2017		M	2,000	02/28/2009 ⁽²⁾ 02/28/2018	Common Stock	2,000
2009 Director Stock Option	\$ 20.64	02/16/2017		M	2,000	02/26/2010 ⁽²⁾ 02/26/2019	Common Stock	2,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Siewert Patrick 207 GOODE AVENUE GLENDALE, CA 91203	X			

Signatures

/s/ Erica Perry POA for Patrick
Siewert

02/17/2017

__Signature of Reporting Person

Date

Explanation of Responses:

- * 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).
- (1) Options are exercisable in three cumulative installments of 33% each year beginning on the first anniversary date of the grant, which is the date given .
 - (2) Options are exercisable in two cumulative installments of 50% each year beginning on the first anniversary date of the grant, which is the date given.

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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