

Avery Dennison Corp
 Form 4
 February 27, 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 *
GRAVANIS GEORGES

(Last) (First) (Middle)
 207 GOODE AVE.
 (Street)

GLENDALE, CA 91203

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 02/23/2017

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 President, LGM

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	02/23/2017		M	A	\$ 2,939	5,063	D
Common Stock	02/23/2017		F	D	\$ 141	4,922	D
Common Stock	02/23/2017		M	A	\$ 2,553	7,475	D
Common Stock	02/23/2017		F	D	\$ 165	7,310	D
Common Stock	02/23/2017		M	A	\$ 2,787	10,097	D

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Common Stock	02/23/2017	F	277	D	\$ 80.21	9,820	D
Common Stock	02/23/2017	M	1,940	A	\$ 80.21	11,760	D
Common Stock	02/23/2017	F	418	D	\$ 80.21	11,342	D
Common Stock	02/23/2017	M	12,005	A	\$ 80.21	23,347	D
Common Stock	02/23/2017	F	776	D	\$ 80.21	22,571	D

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

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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 Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2013 MSU Award	\$ 0	02/23/2017		M		2,939	(1)	02/27/2014	03/01/2017	Common Stock	2,939
2014 MSU Award	\$ 0	02/23/2017		M		2,553	(2)	02/26/2015	02/27/2018	Common Stock	2,553
2015 MSU Award	\$ 0	02/23/2017		M		2,787	(3)	02/26/2016	02/26/2019	Common Stock	2,787
2016 MSU Award	\$ 0	02/23/2017		M		1,940	(4)	02/25/2017	02/25/2020	Common Stock	1,940
2014 PU Award	\$ 0	02/23/2017		M		12,005	(5)	02/27/2017	02/27/2017	Common Stock	12,005
2017 MSU	\$ 0	02/23/2017		A		5,337	(6)	02/23/2018	02/23/2021	Common Stock	5,337

Award

2017 PU Award	\$ 0	02/23/2017	A	6,147 (7)	02/23/2020	02/23/2020	Common Stock	6,147
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GRAVANIS GEORGES 207 GOODE AVE. GLENDALE, CA 91203			President, LGM	

Signatures

/s/ Erica Perry POA for Georges Gravanis	02/27/2017
**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) Shares reflect the vesting of the fourth tranche of market leveraged stock units granted in February 2013 at 200% of target based on our absolute total shareholder return during 2013-2016, plus dividend equivalents accrued during the period.
 - (2) Shares reflect the vesting of the third tranche of market leveraged stock units granted in February 2014 at 156% of target based on our absolute total shareholder return during 2014-2016, plus dividend equivalents accrued during the period.
 - (3) Shares reflect the vesting of the second tranche of market leveraged stock units granted in February 2015 at 153% of target based on our absolute total shareholder return in excess of 10% during 2015-2016, plus dividend equivalents accrued during the period.
 - (4) Shares reflect the vesting of the first tranche of market leveraged stock units granted in February 2016 at 123% of target based on our absolute total shareholder return in excess of 10% during 2016, plus dividend equivalents accrued during the period.
 - (5) Shares reflect the vesting of performance units granted in February 2014 at 189% of target, 75% based on our cumulative economic value added of his business group and 25% on our relative total shareholder return performance objectives established for the award.
Market leveraged stock units vest 25% over one-, two-, three- and four-year performance periods using a conversion formula under which the number of shares earned at each vesting date is based on the Company's absolute total shareholder return, plus dividend equivalents accrued during the vesting period. Each marked leveraged stock unit represents a contingent right to receive one share of Avery Dennison Corporation common stock, plus dividend equivalents.
 - (6) Performance units vest, if at all, at the end of fiscal year 2019, provided certain Company performance objectives are met as determined in February 2020. Each performance unit represents a contingent right to receive one share of Avery Dennison Corporation common stock.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.