

AVERY DENNISON CORPORATION
 Form 4
 June 04, 2007

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 *
VAN SCHOONENBERG ROBERT G

(Last) (First) (Middle)
 150 NORTH ORANGE GROVE BOULEVARD
 (Street)

PASADENA, CA 91103

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
AVERY DENNISON CORPORATION [AVY]

3. Date of Earliest Transaction (Month/Day/Year)
 06/01/2007

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)
 Exec.VP/Chief Legal Off.

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)
				Code	V	Amount			
Common Stock	06/01/2007		M			16,643 A \$ 43.375	39,892	D	
Common Stock	06/01/2007		M			27,000 A \$ 45.1875	66,892	D	
Common Stock	06/01/2007		S			16,643 D \$ 65.29	50,249	D	
Common Stock	06/01/2007		S			27,000 D \$ 65.317	23,249	D	
Common Stock							4,309.508	I	SHARE Plan

Common Stock 5,621.213 I Savings Plan

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
Employee Stock Option (Right to Buy)	\$ 43.375	06/01/2007		M	16,643	09/04/2007 12/04/2007	Common Stock 16,643
Employee Stock Option (Right to Buy)	\$ 45.1875	06/01/2007		M	27,000	09/03/2008 12/03/2008	Common Stock 27,000

Reporting Owners

Reporting Owner Name / Address	Relationships
VAN SCHOONENBERG ROBERT G 150 NORTH ORANGE GROVE BOULEVARD PASADENA, CA 91103	Director 10% Owner Officer Other Exec.VP/Chief Legal Off.

Signatures

By: Irene Marquard For: Robert G. van Schoonenberg 06/04/2007

**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).

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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