

RODRIGUEZ KARYN E  
Form 4  
March 14, 2013

**FORM 4**

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

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).

**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 \*  
**RODRIGUEZ KARYN E**

(Last) (First) (Middle)  
**150 NORTH ORANGE GROVE  
BLVD**  
  
(Street)

**PASADENA, CA 91103**

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
**03/14/2013**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
**Vice President and Treasurer**

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Common Stock                    | 03/14/2013                           |  | M                              | 3,096 A   | \$ 20.64 10,460   | D  |                                   |
| Common Stock                    | 03/14/2013                           |  | M                              | 2,408 A   | \$ 31.665 12,868  | D  |                                   |
| Common Stock                    | 03/14/2013                           |  | M                              | 3,693 A   | \$ 39.32 16,561   | D  |                                   |
| Common Stock                    | 03/14/2013                           |  | M                              | 3,127 A   | \$ 30.5 19,688  | D  |                                   |
| Common Stock                    | 03/14/2013                           |  | S                              | 12,324 D  | \$ 43.437 7,364   | D  |                                   |

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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 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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|------------|---|-------------------------------|
| 2009 Stock Option                          | \$ 20.64   | 03/14/2013                           |  | M                              | 3,096   | 02/26/2010   | 02/26/2019 | Common Stock  | 3,096                         |
| 2010 Stock Option                          | \$ 31.665  | 03/14/2013                           |  | M                              | 2,408   | 02/26/2011   | 02/26/2020 | Common Stock  | 2,408                         |
| 2011 Stock Option                          | \$ 39.32   | 03/14/2013                           |  | M                              | 3,693   | 02/24/2012   | 02/24/2021 | Common Stock  | 3,693                         |
| 2012 Stock Option                          | \$ 30.5  | 03/14/2013                           |  | M                              | 3,127   | 02/23/2013   | 02/23/2022 | Common Stock  | 3,127                         |

**Reporting Owners**

| Reporting Owner Name / Address   | Relationships |           |                              |       |
|--|---------------|-----------|------------------------------|-------|
|  | Director      | 10% Owner | Officer                      | Other |
| RODRIGUEZ KARYN E<br>150 NORTH ORANGE GROVE BLVD<br>PASADENA, CA 91103 |               |           | Vice President and Treasurer |       |

**Signatures**

/s/ Barbara Bartoletti POA for Karyn E. Rodriguez  
03/14/2013  
\*\*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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