AVERY DENNISON CORPORATION Form 3 October 23, 2009 FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

## INITIAL STATEMENT OF 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

## OMB APPROVAL

OMB Number: 3235-0104 Expires: January 31, 2005 Estimated average burden hours per response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person <u>*</u> REED DEBRA L			2. Date of Event Requirin Statement (Month/Day/Year)		3. Issuer Name and Ticker or Trading Symbol AVERY DENNISON CORPORATION [AVY]					
(Last)	(First)	(Middle)	10/22/2009		4. Relationship of Reporting Person(s) to Issuer		5. If Amendment, Date Original Filed(Month/Day/Year)			
8330 CENTU	URY PAR	K CT.								
(Street)				(Check	all applicable)	6. Inc	6. Individual or Joint/Group			
SAN DIEGO	. ,	02123		X Director Officer (give title below	Other	Owner Filing _X_F w) Person F	Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I -	Non-Derivat	ive Securiti	es Benefici	eneficially Owned			
1.Title of Secur (Instr. 4)	ity		2. Amount Beneficial (Instr. 4)	t of Securities ly Owned	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Ownership (Instr. 5)	Indirect Beneficial			
Reminder: Repo owned directly o	-	ate line for ea	ch class of securities benef	ficially S	EC 1473 (7-02)	)				
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 control number.										
Т	able II - Der	ivative Secu	rities Beneficially Owned	(e.g., puts, calls,	warrants, opt	ions, conver	tible securities)			
1. Title of Deriv (Instr. 4)	vative Securi	Expi	ration Date Secur	tle and Amount of rities Underlying vative Security :. 4)	4. Conversio or Exercis Price of		(Instr. 5)			

Date

Exercisable

Expiration

Title

Date

Security:

Direct (D)

or Indirect

(Instr. 5)

(I)

Derivative

Security

Amount or

Number of

Shares

## **Reporting Owners**

<b>Reporting Owner Name / Address</b>	Relationships					
I O	Director	10% Owner	Officer	Other		
REED DEBRA L 8330 CENTURY PARK CT. SAN DIEGO, CA 92123	ÂX	Â	Â	Â		
Signatures						
By: Irene Marquard For: Debra Reed	L.	10/23/2009				
**Signature of Reporting Person	Date					

## **Explanation of Responses:**

No securities are beneficially owned

\* If the form is filed by more than one reporting person, see Instruction 5(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. 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.