

AVERY DENNISON CORPORATION  
Form FWP  
April 08, 2010

**Filed Pursuant to Rule 433  
Issuer Free Writing Prospectus dated April 8, 2010  
Relating to Preliminary Prospectus Supplement dated April 8, 2010  
Registration Statement No. 333-147369**

**Pricing Term Sheet  
April 8, 2010  
AVERY DENNISON CORPORATION  
\$250,000,000 5.375% Senior Notes due 2020**

Issuer:	Avery Dennison Corporation
Title of Securities:	5.375% Senior Notes due 2020
Legal Format:	SEC-registered
Trade Date	April 8, 2010
Settlement Date:	April 13, 2010
Principal Amount:	\$250,000,000
Maturity:	April 15, 2020
Coupon (Interest Rate):	5.375%
Issue Price (Price to Public):	99.931% of principal amount
Benchmark Treasury:	3.625% Notes due 02/15/2020
Spread to Benchmark Treasury:	150 bps
Benchmark Treasury Price and Yield:	97-28+ / 3.884%
Yield to Maturity:	5.384%
Make-Whole Provision:	Treasury + 25 bps
Interest Payment Dates:	April 15 and October 15, commencing October 15, 2010
Joint Book-Running Managers	Banc of America Securities LLC J.P. Morgan Securities Inc.

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Co-Managers: Barclays Capital Inc.  
Wells Fargo Securities, LLC

CUSIP: 053611AF6

ISIN: US053611AF60

Ratings: Baa2 (Moody's) / BBB (S&P)

A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

The offer and sale of the notes to which this final term sheet relates have been registered by Avery Dennison Corporation by means of a registration statement on Form S-3 (SEC File No. 333-147369).

**The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Banc of America Securities LLC at 1-800-294-1322 and J.P. Morgan Securities Inc. collect at 1-212-834-4533.**