

GRAVANIS GEORGES  
Form 4  
February 26, 2018

**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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/22/2018

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
President, LGM

GLENDALE, CA 91203

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/22/2018		M		3,336	A	\$ 117.84
Common Stock	02/22/2018		F		476	D	\$ 117.84
Common Stock	02/22/2018		M		3,711	A	\$ 117.84
Common Stock	02/22/2018		F		714	D	\$ 117.84
Common Stock	02/22/2018		M		3,213	A	\$ 117.84

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Common Stock	02/22/2018	F	951	D	\$ 117.84	10,492	D
Common Stock	02/22/2018	M	2,555	A	\$ 117.84	13,047	D
Common Stock	02/22/2018	F	931	D	\$ 117.84	12,116	D
Common Stock	02/22/2018	M	12,922	A	\$ 117.84	25,038	D
Common Stock	02/22/2018	F	2,486	D	\$ 117.84	22,552	D

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

**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.**

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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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2014 MSU Award	\$ 0	02/22/2018		M		3,336	(1)	02/26/2015	02/27/2018	Common Stock	3,336
2015 MSU Award	\$ 0	02/22/2018		M		3,711	(2)	02/26/2016	02/26/2019	Common Stock	3,711
2016 MSU Award	\$ 0	02/22/2018		M		3,213	(3)	02/25/2017	02/25/2020	Common Stock	3,213
2017 MSU Award	\$ 0	02/22/2018		M		2,555	(4)	02/23/2018	02/23/2021	Common Stock	2,555
2015 PU Award	\$ 0	02/22/2018		M		12,922	(5)	02/26/2018	02/26/2018	Common Stock	12,922
2018 MSU	\$ 0	02/22/2018		A		4,805	(6)	02/22/2019	02/22/2022	Common Stock	4,805

