

Avery Dennison Corp
Form 4
February 27, 2017

FORM 4

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

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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
SCARBOROUGH DEAN A

(Last) (First) (Middle)

207 GOODE AVENUE

(Street)

GLENDAL, CA 91203

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

Avery Dennison Corp [AVY]

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

02/23/2017

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)

Executive Chairman

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)
Common Stock	02/23/2017		M	V Amount (A) or (D) Price 25,996 A \$ 80.21	130,038	D	
Common Stock	02/23/2017		F	13,565 D \$ 80.21	116,473	D	
Common Stock	02/23/2017		M	19,981 A \$ 80.21	136,454	D	
Common Stock	02/23/2017		F	10,427 D \$ 80.21	126,027	D	
Common Stock	02/23/2017		M	20,385 A \$ 80.21	146,412	D	

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Common Stock	02/23/2017	F	10,637	D	\$ 80.21	135,775	D	
Common Stock	02/23/2017	M	5,655	A	\$ 80.21	141,430	D	
Common Stock	02/23/2017	F	2,951	D	\$ 80.21	138,479	D	
Common Stock	02/23/2017	M	99,526	A	\$ 80.21	238,005	D	
Common Stock	02/23/2017	F	51,933	D	\$ 80.21	186,072	D	
Common Stock						20	I	By Son
Common Stock						148	I	Owned By Spouse
Common Stock (Savings Plan)						42,317.6953	I	Savings Plan

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount of Number of Shares
2013 MSU Award	\$ 0	02/23/2017		M	25,996 (1)	02/27/2014 03/01/2017	Common Stock 25,996
2014 MSU Award	\$ 0	02/23/2017		M	19,981 (2)	02/26/2015 02/27/2018	Common Stock 19,981
	\$ 0	02/23/2017		M		02/26/2016 02/26/2019	20,380

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2015 MSU Award					20,385 (3)			Common Stock	
2016 MSU Award	\$ 0	02/23/2017	M		5,655 (4)	02/25/2017	02/25/2020	Common Stock	5,655
2014 PU Award	\$ 0	02/23/2017	M		99,526 (5)	02/27/2017	02/27/2017	Common Stock	99,526
Common Stock Units	\$ 0					08/08/1988	08/08/1988	Common Stock	3,254.5

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SCARBOROUGH DEAN A 207 GOODE AVENUE GLENDALE, CA 91203	X		Executive Chairman	

Signatures

/s/ Erica Perry POA for Dean A
Scarborough

02/27/2017

**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).
- Shares reflect the vesting of the fourth tranche of market leveraged stock units granted in February 2013 at 200% of target based on our absolute total shareholder return during 2013-2016, plus dividend equivalents accrued during the period.
 - Shares reflect the vesting of the third tranche of market leveraged stock units granted in February 2014 at 156% of target based on our absolute total shareholder return during 2014-2016, plus dividend equivalents accrued during the period.
 - Shares reflect the vesting of the second tranche of market leveraged stock units granted in February 2015 at 153% of target based on our absolute total shareholder return in excess of 10% during 2015-2016, plus dividend equivalents accrued during the period.
 - Shares reflect the vesting of the first tranche of market leveraged stock units granted in February 2016 at 123% of target based on our absolute total shareholder return in excess of 10% during 2016, plus dividend equivalents accrued during the period.
 - Shares reflect the vesting of performance units granted in February 2014 at 200% of target, 50% based on our cumulative economic value added and 50% on our relative total shareholder return performance objectives established for the award.

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