

AVERY DENNISON CORPORATION  
Form DEFA14A  
March 17, 2011

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549  
SCHEDULE 14A  
(RULE 14a-101)  
INFORMATION REQUIRED IN  
PROXY STATEMENT  
SCHEDULE 14A INFORMATION  
Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934**

Filed by the Registrant   
Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement  **Confidential, for Use of the Commission  
Only (as permitted by Rule 14a-6(e)(2))**

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to § 240.14a-12

**AVERY DENNISON CORPORATION**  
(Name of Registrant as Specified In Its Charter)

**N/A**

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

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www.envisionreports.com/AVY Step 1: Go to www.envisionreports.com/AVY to view the materials.  
Step 2: Click on Cast Your Vote or Request Materials. Step 3: Follow the instructions on the screen to log in. Avery Dennison Corporation Meeting Notice 01A9PC Important Notice Regarding the Availability of Proxy Materials for the Avery Dennison Corporation Stockholder Meeting to be Held on April 28, 2011 Under Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for the annual stockholders meeting are available on the Internet. Follow the instructions below to view the materials and vote online or request a copy. The items to be voted on and location of the annual meeting are on the reverse side. Your vote is important! This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The 2011 proxy statement and 2010 annual report to shareholders are available at: [Easy Online Access](#) A Convenient Way to View Proxy Materials and Vote When you go online to view materials, you can also vote your shares. Step 4: Make your selection as instructed on each screen to select delivery preferences and vote. When you go online, you can also help the environment by consenting to receive electronic delivery of future materials. Obtaining a Copy of the Proxy Materials If you want to receive a copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for a copy as instructed on the reverse side on or before April 18, 2011 to facilitate timely delivery. *IMPORTANT ANNUAL MEETING INFORMATION* 1234 5678 9012 345 NNNNNNNNNNNNNN NNNNNNNNNN NNNNNN C 1234567890 C O Y 000004 MR A SAMPLE DESIGNATION (IF ANY) ADD 1 ADD 2 ADD 3 ADD 4 ADD 5 ADD 6 ENDORSEMENT\_LINE \_\_\_\_\_ SACKPACK \_\_\_\_\_

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Directions to Avery Dennison Corporation's 2011 annual meeting are available in the proxy statement which can be viewed at [www.envisionreports.com/AVY](http://www.envisionreports.com/AVY). Here's how to order a copy of the proxy materials and select a future delivery preference: Paper copies: Current and future paper delivery requests can be submitted via the telephone, Internet or email options below. Email copies: Current and future email delivery requests must be submitted via the Internet following the instructions below. If you request an email copy of current materials you will receive an email with a link to the materials. PLEASE NOTE: You must use the number in the shaded bar on the reverse side when requesting a set of proxy materials.

**\_ Internet** Go to [www.envisionreports.com/AVY](http://www.envisionreports.com/AVY). Click Cast Your Vote or Request Materials. Follow the instructions to log in and order a copy of the current meeting materials and submit your preference for email or paper delivery of future meeting materials.

**\_ Telephone** Call us free of charge at 1-866-641-4276 and follow the instructions to log in and order a paper copy of the materials by mail for the current meeting. You can also submit a preference to receive a paper copy for future meetings.

**\_ Email** Send email to [investorvote@computershare.com](mailto:investorvote@computershare.com) with Proxy Materials Avery Dennison Corporation in the subject line. Include in the message your full name and address, plus the number located in the shaded bar on the reverse, and state in the email that you want a paper copy of current meeting materials. You can also state your preference to receive a paper copy for future meetings. To facilitate timely delivery, all requests for a paper copy of the proxy materials must be received by April 18, 2011. Directions to Avery Dennison 2011 Annual Meeting. Stockholder Meeting Notice Avery Dennison Corporation's Annual Meeting of Stockholders will be held on April 28, 2011 at 150 North Orange Grove Boulevard, Pasadena, California 91103 at 1:30 p.m. Pacific Time. Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations. The Board of Directors recommends a vote FOR all nominees, FOR Proposals 2, 3 and 4 and every 2 YRS for Proposal 5: 1. Election of following Directors: Peter K. Barker, Ken C. Hicks and Debra L. Reed. 2. Ratification of PricewaterhouseCoopers LLP as independent auditors for the current fiscal year, which ends on December 31, 2011. 3. Approval of Amended and Restated Certificate of Incorporation to declassify the Board of Directors. 4. Say on Pay Advisory vote on the approval of executive compensation. 5. Say When on Pay Advisory vote on the approval of the frequency of stockholder votes on executive compensation. PLEASE NOTE YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must vote online or request a paper copy of the proxy materials to receive a proxy card. If you wish to attend and vote at the meeting, please bring this notice with you. 01A9PC

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BARCODE See the reverse side of this notice to obtain proxy materials and voting instructions.  
BROKER LOGO HERE 1 OF 2 12 15 1234567 1234567 1234567 1234567 1234567 1234567 1234567  
Broadridge Internal Use Only Job # Envelope # Sequence # # of # Sequence # \*\*\* Exercise Your *Right*  
to Vote \*\*\* Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting  
to Be Held on <mtgdate>. You are receiving this communication because you hold shares in the above  
named company. This is not a ballot. You cannot use this notice to vote these shares. This communication  
presents only an overview of the more complete proxy materials that are available to you on the Internet.  
You may view the proxy materials online at *www.proxyvote.com* or easily request a paper copy (see  
reverse side). We encourage you to access and review all of the important information contained in the  
proxy materials before voting. Meeting Information Meeting Type: <mtgtype> For holders as of:  
<reccdate> Date: Time: <mtgtime> Location: 00000900311 R1.0.0.11699 *AVERY DENNISON*  
*CORPORATION* Annual Meeting April 28, 2011 April 28, 2011 1:30 PM PDT February 28, 2011 150 N.  
Orange Grove Blvd. Pasadena, CA 91103 *Return Address Line 1 Return Address Line 2 Return Address*  
*Line 3 51 MERCEDES WAY EDGEWOOD NY 11717* Investor Address Line 1 Investor Address Line 2  
Investor Address Line 3 Investor Address Line 4 Investor Address Line 5 John Sample 1234  
ANYWHERE STREET ANY CITY, ON A1A 1A1

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How To Vote Please Choose One of the Following Voting Methods Internal Use Only Before You Vote  
How to Access the Proxy Materials Proxy Materials Available to VIEW or RECEIVE: How to View  
Online: Have the information that is printed in the box marked by the arrow (located on the following  
page) and visit: [www.proxyvote.com](http://www.proxyvote.com). How to Request and Receive a PAPER or E-MAIL Copy: If you  
want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for  
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[www.proxyvote.com](http://www.proxyvote.com) 2) *BY TELEPHONE*: 1-800-579-1639 3) *BY E-MAIL*\*:  
[sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com) \* If requesting materials by e-mail, please send a blank e-mail with the  
information that is printed in the box marked by the arrow (located on the following page) in the subject  
line. ? XXXX XXXX XXXX ? XXXX XXXX XXXX Vote In Person: If you choose to vote these shares  
in person at the meeting, you must request a *legal proxy*. To do so, please follow the instructions at  
[www.proxyvote.com](http://www.proxyvote.com) or request a paper copy of the materials, which will contain the appropriate  
instructions. Many shareholder meetings have attendance requirements including, but not limited to, the  
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materials for any special requirements for meeting attendance. Vote By Internet: To vote now by Internet,  
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materials, which will include a voting instruction form. ? XXXX XXXX XXXX 00000900312  
R1.0.0.11699 1. Annual Report 2. Notice & Proxy Statement Requests, instructions and other inquiries  
sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as  
instructed above on or before April 14, 2011 to facilitate timely delivery.

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Internal Use Only xxxxxxxxxx xxxxxxxxxx Cusip Job # Envelope # Sequence # # of # Sequence # 0000  
0000 0000 Voting items 00000900313 R1.0.0.11699 The Board of Directors recommends that you vote  
FOR the following: 1. Election of Directors Nominees 01 Peter K. Barker 02 Ken C. Hicks 03 Debra L.  
Reed The Board of Directors recommends you vote FOR the following proposal(s): 2. Ratification of the  
appointment of PricewaterhouseCoopers LLP as the Company s independent auditors for the current fiscal  
year, which ends on December 31, 2011. 3. Approval of the Amended and Restated Certificate of  
Incorporation to declassify the Board of Directors. 4. An advisory vote on the approval of executive  
compensation. The Board of Directors recommends you vote 2 YEARS on the following proposal: 5. An  
advisory vote on the approval of the frequency of stockholder votes on executive compensation. NOTE:  
Such other business as may properly come before the meeting and any adjournment or postponement  
thereof.

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REQUIRED BY THE NEW YORK STOCK EXCHANGE Voting Instructions THIS SPACE  
RESERVED FOR SIGNATURES IF APPLICABLE P99999-010 12 15 # OF # Broadridge Internal Use  
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