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> Butier Mitchell R			2. Date of Event Requiring Statement (Month/Day/Year)	3. Issuer Name and Ticker or Trading Symbol AVERY DENNISON CORPORATION [AVY]			
(Last)	(First)	(Middle)	03/01/2007	4. Relationship of Reporting Person(s) to Issuer			5. If Amendment, Date Original Filed(Month/Day/Year)
150 N. ORA	NGE GRO	OVE					· · · ·
BLVD.				(Check all applicable)			
PASADENA	(Street) A, CA 9	91103		Director 10% Owner Officer Other (give title below) (specify below) VP, Controller & CAO			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person
(City)	(State)	(Zip)	Table I - N	Non-Derivat	ive Securiti	es Bei	neficially Owned
1.Title of Secur (Instr. 4)	rity		2. Amount o Beneficially (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nat Owner (Instr.	1
Common Sto	ock		755.998		Ι	Savir	ngs Plan
Reminder: Repo owned directly			ch class of securities benefic	ially 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 currently valid OMB control number.							

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Title	Derivative Security	Security: Direct (D)	

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		Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
nployee Stock Option ight to Buy)	12/04/2006	12/04/2013	Common Stock	1,424	\$ 55.55	D	Â
nployee Stock Option ight to Buy)	09/02/2014 <u>(1)</u>	12/02/2014	Common Stock	16,400	\$ 59.185	D	Â
nployee Stock Option ight to Buy)	12/01/2006	12/01/2015	Common Stock	12,363	\$ 59.465	D	Â
nployee Stock Option ight to Buy)	12/05/2003	12/05/2012	Common Stock	3,000	\$ 62.87	D	Â
nployee Stock Option ight to Buy)	12/07/2007	12/07/2016	Common Stock	15,070	\$ 67.795	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Butier Mitchell R 150 N. ORANGE GROVE BLVD. PASADENA, CA 91103	Â	Â	VP, Controller & CAO	Â		
Signatures						

By: Irene Marquard For: Mitchell R. Butier	03/06/2007	
**Signature of Reporting Person	Date	

Explanation of Responses:

* 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).

(1) Option vests nine years and nine months from the date of grant, but becomes eligible for accelerated vesting beginning three years from the date of grant, if the Company meets certain pre-established performance criteria.

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.