

AVID TECHNOLOGY, INC.  
 Form 4  
 December 02, 2014

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
 OMB Number: 3235-0287  
 Expires: January 31, 2015  
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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Bakish Robert M

2. Issuer Name and Ticker or Trading Symbol  
 AVID TECHNOLOGY, INC.  
 [AVID]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
 AVID TECHNOLOGY, INC., 75  
 NETWORK DRIVE  
 (Street)

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 12/01/2014

Director  10% Owner  
 Officer (give title below)  Other (specify below)

BURLINGTON, MA 01803

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | Code V Amount (A) or (D) Price                                    |   |  |   |
| Common Stock                    | 12/01/2014                           |  | P                              | 1,000 A \$ 12.27  | 185,886   | D  |   |
| Common Stock                    | 12/01/2014                           |  | P                              | 200 A \$ 12.29  | 186,086   | D  |   |
| Common Stock                    | 12/01/2014                           |  | P                              | 2,800 A \$ 12.35  | 188,886   | D  |   |
| Common Stock                    | 12/01/2014                           |  | P                              | 3,200 A \$ 12.45  | 192,086   | D  |   |
| Common Stock                    | 12/01/2014                           |  | P                              | 800 A \$ 12.5   | 192,886   | D  |   |

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|              |            |   |       |   |          |                      |   |             |
|--------------|------------|---|-------|---|----------|----------------------|---|-------------|
| Common Stock | 12/01/2014 | P | 8,000 | A | \$ 12.55 | 200,886              | D |             |
| Common Stock | 12/01/2014 | P | 2,500 | A | \$ 12.57 | 203,386              | D |             |
| Common Stock | 12/01/2014 | P | 5,500 | A | \$ 12.6  | 208,886              | D |             |
| Common Stock | 12/01/2014 | P | 2,500 | A | \$ 12.65 | 211,386              | D |             |
| Common Stock | 12/01/2014 | P | 1,500 | A | \$ 12.67 | 212,886              | D |             |
| Common Stock | 12/01/2014 | P | 350   | A | \$ 12.7  | 213,236              | D |             |
| Common Stock | 12/01/2014 | P | 1,421 | A | \$ 12.72 | 214,657              | D |             |
| Common Stock | 12/01/2014 | P | 500   | A | \$ 12.75 | 215,157              | D |             |
| Common Stock | 12/01/2014 | P | 1,400 | A | \$ 12.77 | 216,557              | D |             |
| Common Stock | 12/01/2014 | P | 6,079 | A | \$ 12.8  | 222,636              | D |             |
| Common Stock | 12/01/2014 | P | 4,389 | A | \$ 12.84 | 227,025              | D |             |
| Common Stock | 12/01/2014 | P | 2,350 | A | \$ 12.85 | 229,375              | D |             |
| Common Stock | 12/01/2014 | P | 311   | A | \$ 12.86 | 229,686              | D |             |
| Common Stock | 12/01/2014 | P | 3,200 | A | \$ 12.87 | 232,886              | D |             |
| Common Stock | 12/01/2014 | P | 8,000 | A | \$ 12.67 | 8,000 <sup>(1)</sup> | I | By Daughter |
| Common Stock | 12/01/2014 | P | 4,000 | A | \$ 12.72 | 4,000 <sup>(1)</sup> | I | By Daughter |
| Common Stock | 12/02/2014 | P | 2,000 | A | \$ 13.03 | 234,886              | D |             |

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)

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| 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) | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

  

| Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|------------------|-----------------|-------|----------------------------|
| Code             | V (A) (D)       |       |                            |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Bakish Robert M<br>AVID TECHNOLOGY, INC.<br>75 NETWORK DRIVE<br>BURLINGTON, MA 01803 | X             |           |         |       |

## Signatures

/s/ Jason A. Duva as Attorney-in-Fact for Robert M. Bakish 12/02/2014

\*\*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).

(1) This transaction involved the purchase of securities by the Reporting Person on behalf of his daughter, who shares the Reporting Person's household. The Reporting Person disclaims beneficial ownership of the shares held by his daughter, and this report should not be deemed an admission that the Reporting Person is the beneficial owner of his daughter's shares for purposes of Section 16 or for any other purpose.

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.