

AVID TECHNOLOGY, INC.
Form 4
December 02, 2014

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 *
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

(City) (State) (Zip)

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

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 ⁽¹⁾	I	By Daughter
Common Stock	12/01/2014	P	4,000	A	\$ 12.72	4,000 ⁽¹⁾	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.

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)

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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. Number of Derivative Securities Owned Following Transaction (Instr. 6)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bakish Robert M AVID TECHNOLOGY, INC. 75 NETWORK DRIVE 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.