

AVID TECHNOLOGY, INC.
 Form 4
 September 16, 2014

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

OMB APPROVAL
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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 *
 Rosica Jeff

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)
 09/14/2014

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 SVP Worldwide Field Operations

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 Ownership (Instr. 4)
				Code V	Amount	(A) or (D)	Price
Common Stock	09/14/2014		A		10,000	A	\$ 0 ⁽¹⁾ 18,649 ⁽²⁾
Common Stock	09/14/2014		F		3,251 ⁽³⁾	D	\$ 10.04 15,398

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (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 or Number of Shares
Employee Stock Option (Right to Buy)	\$ 7.66	09/14/2014		A	63,000	09/14/2014	01/07/2020	Common Stock	63,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Rosica Jeff AVID TECHNOLOGY, INC. 75 NETWORK DRIVE BURLINGTON, MA 01803			SVP Worldwide Field Operations	

Signatures

/s/ John S. LaMountain as Attorney-in-Fact for Jeff Rosica 09/16/2014

__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) Each performance based restricted stock unit represents the Company's commitment to issue one share of the Company's common stock. On January 7, 2013 the reporting person was awarded performance based restricted share units under the Issuer's Stock Incentive Program. The vesting of these restricted share units was based on the Issuer's achievement of certain performance metrics based upon the completion of audited financial statements for the fiscal year ended December 31, 2013. On September 14, 2014, the Issuer's Compensation Committee determined the number of restricted share units as to which the performance criteria had been satisfied and the restricted share units so determined have therefore vested in whole on such date. Represents shares withheld by the Issuer to satisfy tax withholding obligation upon the vesting on September 14, 2014 of certain
 - (3) restricted share units. This award includes a provision for the withholding of shares by the Issuer to pay the withholding taxes due on the vesting date.
 - (4) On January 7, 2013 the reporting person was awarded performance based options to purchase the Issuer's common stock under the Issuer's Stock Incentive Program. These options were based on the Issuer's achievement of certain performance metrics based upon the completion of audited financial statements for the fiscal year ended December 31, 2013. On September 14, 2014, the Issuer's

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Compensation Committee determined the number of options as to which the performance criteria had been satisfied and the options so determined have therefore vested on such date.

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.