

Duva Jason A
 Form 3
 November 07, 2011

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL
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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

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Duva Jason A		(Month/Day/Year)	AVID TECHNOLOGY, INC. [AVID]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		10/27/2011		
AVID TECHNOLOGY, INC.,Â 75 NETWORK DRIVE			(Check all applicable)	
	(Street)		<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			VP & General Counsel	
BURLINGTON,Â MAÂ 01803			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	1,242	D	Â
Common Stock	375 ⁽¹⁾	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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.

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)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)	
Non-Qualified Stock Option (right to buy)	06/17/2008 ⁽²⁾	12/17/2017	Common stock	3,500	\$ 25.46	D	Â
Non-Qualified Stock Option (right to buy)	06/15/2010 ⁽³⁾	06/15/2016	Common stock	4,000	\$ 13.41	D	Â
Non-Qualified Stock Option (right to buy)	04/15/2011 ⁽³⁾	04/15/2017	Common stock	3,500	\$ 17.04	D	Â
Non-Qualified Stock Option (right to buy)	04/01/2012 ⁽⁴⁾	04/01/2018	Common stock	6,000	\$ 22.05	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Duva Jason A AVID TECHNOLOGY, INC. 75 NETWORK DRIVE BURLINGTON, MA 01803	Â	Â	Â VP & General Counsel	Â

Signatures

Jason Duva 11/07/2011
 **Signature of Date
 Reporting Person

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) Represents the remaining unvested portion of a restricted stock unit granted on March 3, 2008, which is scheduled to vest in full on March 3, 2012. This award includes a provision for the withholding of shares by the Issuer to pay the withholding taxes due on the vesting date.
 - (2) 12.5% of the option became exercisable on the date listed in the "Date Exercisable" column; the remaining 87.5% became/becomes exercisable in 42 equal monthly installments thereafter.
 - (3) 25% of the option became exercisable on the date listed in the "Date Exercisable" column; the remaining 75% became/becomes exercisable in 36 equal monthly installments thereafter.
 - (4) 25% of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining 75% becomes exercisable in 36 equal monthly installments thereafter.

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.