

SECURITIES AND EXCHANGE COMMISSION

FORM 3

Filing Date: **2011-11-07** | Period of Report: **2011-10-27**
SEC Accession No. **0001534001-11-000002**

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REPORTING OWNER

Duva Jason A

CIK: **1534001**

Type: **3** | Act: **34** | File No.: **000-21174** | Film No.: **111184589**

Mailing Address

*AVID TECHNOLOGY, INC.
75 NETWORK DRIVE
BURLINGTON MA 01803*

ISSUER

AVID TECHNOLOGY, INC.

CIK: **896841** | IRS No.: **042977748** | State of Incorporation: **DE** | Fiscal Year End: **1019**
SIC: **3861** Photographic equipment & supplies

Mailing Address

*75 NETWORK DRIVE
BURLINGTON MA 01803*

Business Address

*75 NETWORK DRIVE
BURLINGTON MA 01803
978.640.6789*

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

1. Name and Address of Reporting Person <u>Duva Jason A</u> (Last) (First) (Middle) AVID TECHNOLOGY, INC., 75 NETWORK DRIVE (Street) BURLINGTON, MA 01803 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 10/27/2011	3. Issuer Name and Ticker or Trading Symbol <u>AVID TECHNOLOGY, INC. [AVID]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) ___ Director ___ 10% Owner <u>X</u> Officer (give title below) ___ Other (specify below) VP & General Counsel	5. If Amendment, Date Original Filed (Month/Day/Year)
		6. Individual or Joint/Group Filing (Check applicable line) <u>X</u> Form Filed by One Reporting Person ___ 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	
Common Stock	375 ⁽¹⁾	D	

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

Explanation of Responses:

- 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.

Signatures

Jason Duva

** Signature of Reporting Person

11/07/2011

Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.