

AVID TECHNOLOGY INC
 Form 4
 March 10, 2006

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 *
JACKS ETHAN E

(Last) (First) (Middle)
 86 CONCORD STREET
 (Street)

WESTON, MA 02493

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
03/08/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
VP & Chief Legal Officer

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount | (A) or (D) | Price |
| Common Stock | 03/08/2006 | | M | | 2,475 | A | \$ 29.8125 |
| Common Stock | 03/08/2006 | | S | | 2,475 | D | \$ 46.6201 |
| Common Stock | 03/08/2006 | | M | | 471 | A | \$ 22.01 |
| Common Stock | 03/08/2006 | | S | | 471 | D | \$ 46.6201 |
| Common Stock | 03/08/2006 | | S | | 221 | D | \$ 46.6201 |

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| | | | | | | | |
|--------------|------------|---|-------|---|----------|-------|---|
| Common Stock | 03/08/2006 | S | 600 | D | \$ 46.62 | 5,700 | D |
| Common Stock | 03/08/2006 | S | 100 | D | \$ 46.6 | 5,600 | D |
| Common Stock | 03/08/2006 | S | 600 | D | \$ 46.55 | 5,000 | D |
| Common Stock | 03/08/2006 | S | 100 | D | \$ 46.51 | 4,900 | D |
| Common Stock | 03/08/2006 | S | 100 | D | \$ 46.5 | 4,800 | D |
| Common Stock | 03/08/2006 | S | 199 | D | \$ 46.44 | 4,601 | D |
| Common Stock | 03/08/2006 | S | 100 | D | \$ 46.45 | 4,501 | D |
| Common Stock | 03/08/2006 | S | 100 | D | \$ 46.43 | 4,401 | D |
| Common Stock | 03/08/2006 | S | 100 | D | \$ 46.4 | 4,301 | D |
| Common Stock | 03/08/2006 | S | 2,100 | D | \$ 46.39 | 2,201 | D |
| Common Stock | 03/08/2006 | S | 2,000 | D | \$ 46.37 | 201 | D |
| Common Stock | 03/08/2006 | S | 100 | D | \$ 46.35 | 101 | D |
| Common Stock | 03/08/2006 | S | 101 | D | \$ 46.34 | 0 | 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)

| 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 Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|

| | Date Exercisable | Expiration Date | Title | Code | | |
|---|---------------------------|-----------------|--------------|------|-------|-----|
| | | | | V | (A) | (D) |
| Non-Qualified Stock Option (right to buy) \$ 29.8125 03/08/2006 | 03/15/2000 ⁽¹⁾ | 03/15/2009 | Common Stock | M | 2,475 | |
| Non-Qualified Stock Option (right to buy) \$ 22.01 03/08/2006 | 07/10/2003 ⁽¹⁾ | 01/10/2013 | Common Stock | M | 471 | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| JACKS ETHAN E 86 CONCORD STREET WESTON, MA 02493 | | | VP & Chief Legal Officer | |

Signatures

Ethan Jacks 03/10/2006

 **Signature of Date
Reporting Person

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) 12.5% of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining 87.5% becomes exercisable in 42 equal monthly installments thereafter.

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