

AVID TECHNOLOGY INC
 Form 4
 November 03, 2005

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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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 *
ROCKWELL MICHAEL J

(Last) (First) (Middle)
 2105 LEWIS ROAD
 (Street)

PALO ALTO, CA 94303

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 11/01/2005

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)
 SVP & Chief Technology 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 or Price | | |
| Common Stock | 11/01/2005 | | M | | 6,250 A \$ 12.8 | 6,250 | D |
| Common Stock | 11/01/2005 | | M | | 7,077 A \$ 14.13 | 13,327 | D |
| Common Stock | 11/01/2005 | | M | | 423 A \$ 14.13 | 13,750 | D |
| Common Stock | 11/01/2005 | | M | | 12,601 A \$ 22.01 | 26,351 | D |
| Common Stock | 11/01/2005 | | S | | 22,617 D \$ 50.02 | 3,734 | D |

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| | | | | | | | |
|--------------|------------|---|-------|---|----------|-------|---|
| Common Stock | 11/01/2005 | S | 1,675 | D | \$ 50.03 | 2,059 | D |
| Common Stock | 11/01/2005 | S | 1,000 | D | \$ 50.09 | 1,059 | D |
| Common Stock | 11/01/2005 | S | 1,059 | D | \$ 50.16 | 0 | 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.

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 Underlying Security (Instr. 3 and 4) | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title |
| Non-qualified Stock Option (right to buy) | \$ 12.8 | 11/01/2005 | | M | 6,250 | 10/17/2001 04/17/2011 | Common Stock | |
| Incentive Stock Option (right to buy) | \$ 14.13 | 11/01/2005 | | M | 7,077 | 09/06/2002 03/06/2012 ⁽¹⁾ | Common Stock | |
| Non-qualified Stock Option (right to buy) | \$ 14.13 | 11/01/2005 | | M | 423 | 09/06/2002 03/06/2012 ⁽¹⁾ | Common Stock | |
| Non-qualified Stock Option (right to buy) | \$ 22.01 | 11/01/2005 | | M | 12,601 | 07/10/2003 01/10/2013 ⁽¹⁾ | Common Stock | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---------------------------------------|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| ROCKWELL MICHAEL J 2105 LEWIS ROAD | | | SVP & Chief Technology Officer | |

PALO ALTO, CA 94303

Signatures

Michael
Rockwell

11/03/2005

__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) 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.

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.