AVID TECHNOLOGY INC
Form 4
November 02, 2004

FORM 4

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

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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

OMB APPROVAL

OMB Number:	3235-0287
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(Print or Type Responses)

1. Name and Address of Reporting Person *
BAKER PATRICIA A

(Last) (First) (Middle)

855 BOARDWALK PLACE

(Street)

REDWOOD CITY, CA 94065

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
10/29/2004

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
VP of Human Resources

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	10/29/2004		M		10,000	A	$ 13.0625	19,177	D	
Common Stock	10/29/2004		M		9,792	A	$ 14	28,969	D	
Common Stock	10/29/2004		M		8,008	A	$ 12.8	36,977	D	
Common Stock	10/29/2004		S		200	D	$ 52.19	36,777	D	
Common Stock	10/29/2004		S		6	D	$ 52.2	36,771	D	

Common Stock	10/29/2004	S	9,700	D	$ 52.2	27,071	D
Common Stock	10/29/2004	S	800	D	$ 52.24	26,271	D
Common Stock	10/29/2004	S	200	D	$ 52.25	26,071	D
Common Stock	10/29/2004	S	1,700	D	$ 52.34	24,371	D
Common Stock	10/29/2004	S	500	D	$ 52.3	23,871	D
Common Stock	10/29/2004	S	600	D	$ 52.43	23,271	D
Common Stock	10/29/2004	S	401	D	$ 52.44	22,870	D
Common Stock	10/29/2004	S	200	D	$ 52.47	22,670	D
Common Stock	10/29/2004	S	300	D	$ 52.5	22,370	D
Common Stock	10/29/2004	S	100	D	$ 52.55	22,270	D
Common Stock	10/29/2004	S	600	D	$ 52.63	21,670	D
Common Stock	10/29/2004	S	200	D	$ 52.64	21,470	D
Common Stock	10/29/2004	S	1,177	D	$ 52.65	20,293	D
Common Stock	10/29/2004	S	1,000	D	$ 52.68	19,293	D
Common Stock	10/29/2004	S	900	D	$ 52.7	18,393	D
Common Stock	10/29/2004	S	516	D	$ 52.75	17,877	D
Common Stock	10/29/2004	S	408	D	$ 52.77	17,469	D
Common Stock	10/29/2004	S	7,392	D	$ 52.77	10,077	D
Common Stock	10/29/2004	S	400	D	$ 52.78	9,677	D
Common Stock	10/29/2004	S	200	D	$ 52.79	9,477	D

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

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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 Ar Underlying Se (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	A o N o
Non-Qualified Stock Option (right to buy)	$ 11.375	10/29/2004		M			2,200	05/09/2000 [(1)]	11/09/2009	Common Stock	
Non-Qualified Stock Option (right to buy)	$ 13.0625	10/29/2004		M			10,000	01/01/2001 [(2)]	01/01/2010	Common Stock	
Non-Qualified Stock Option (right to buy)	$ 14	10/29/2004		M			9,792	04/30/2001 [(3)]	10/30/2010	Common Stock	
Non-Qualified Stock Option (right to buy)	$ 12.8	10/29/2004		M			8,008	10/17/2001 [(3)]	04/17/2011	Common Stock	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BAKER PATRICIA A 855 BOARDWALK PLACE REDWOOD CITY, CA 94065			VP of Human Resources	

Signatures

Patricia A. Baker	11/02/2004
[**]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)** 25% of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining 75% becomes exercisable in three equal six month installments thereafter.
- **(2)** 25% of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining 75% becomes exercisable in 12 equal quarterly installments beginning three months after the date listed in the "Date Exercisable" column.
- **(3)** 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.
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