

LEBOLT DAVID
Form 4
November 18, 2004

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 *
LEBOLT DAVID

(Last) (First) (Middle)
461 2ND STREET
(Street)

SAN FRANCISCO, CA 94107

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
11/16/2004

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)

General Manager, Digidesign

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	11/16/2004		M		4,625 A \$ 12.8	4,625	D
Common Stock	11/16/2004		M		3,646 A \$ 10.7	8,271	D
Common Stock	11/16/2004		M		2,187 A \$ 14.13	10,458	D
Common Stock	11/16/2004		M		8,750 A \$ 8.41	19,208	D
Common Stock	11/16/2004		M		6,463 A \$ 22.01	25,671	D

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Common Stock	11/16/2004	M	3,938	A	\$ 42.91	29,609	D
Common Stock	11/16/2004	S	28,509	D	\$ 57	1,100	D
Common Stock	11/16/2004	S	100	D	\$ 57.02	1,000	D
Common Stock	11/16/2004	S	400	D	\$ 57.05	600	D
Common Stock	11/16/2004	S	600	D	\$ 57.01	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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 12.8	11/16/2004		M	4,625	10/17/2001 ⁽¹⁾ 04/17/2011	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 10.7	11/16/2004		M	3,646	01/24/2002 ⁽¹⁾ 07/24/2011	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 14.13	11/16/2004		M	2,187	09/06/2002 ⁽¹⁾ 03/06/2012	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 8.41	11/16/2004		M	8,750	01/22/2003 ⁽¹⁾ 07/22/2012	Common Stock
Incentive Stock Option	\$ 22.01	11/16/2004		M	2,650	07/10/2003 ⁽¹⁾ 01/10/2013	Common Stock

(right to buy)

Non-Qualified Stock Option (right to buy)	\$ 22.01	11/16/2004	M	3,813	07/10/2003 ⁽¹⁾	01/10/2013	Common Stock	3
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Non-Qualified Stock Option (right to buy)	\$ 42.91	11/16/2004	M	3,938	08/10/2004 ⁽¹⁾	02/10/2014	Common Stock	3
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LEBOLT DAVID 461 2ND STREET SAN FRANCISCO, CA 94107			General Manager, Digidesign	

Signatures

Dave Lebolt 11/17/2004

__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.

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.