

AVID TECHNOLOGY, INC.
 Form 3
 August 26, 2015

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
 Expires: January 31, 2015
 Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person * Â Ruzicka Dana (Last) (First) (Middle) 75 NETWORK DRIVE (Street) BURLINGTON,Â MAÂ 01803 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 08/24/2015	3. Issuer Name and Ticker or Trading Symbol AVID TECHNOLOGY, INC. [AVID]	4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) Chief Product Officer	5. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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	40,110	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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.

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	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable Expiration Date	Title Amount or Number of			

				Shares		(I) (Instr. 5)	
Employee stock option (right to buy)	Â <u>(1)</u>	03/03/2018	Common Stock	2,790	\$ 24.04	D	Â
Employee stock option (right to buy)	Â <u>(2)</u>	06/15/2016	Common Stock	9,000	\$ 13.41	D	Â
Employee stock option (right to buy)	Â <u>(3)</u>	04/01/2017	Common Stock	8,000	\$ 13.89	D	Â
Employee stock option (right to buy)	Â <u>(4)</u>	08/15/2021	Common Stock	25,000	\$ 7.7	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Ruzicka Dana 75 NETWORK DRIVE BURLINGTON, MA 01803	Â	Â	Â Chief Product Officer	Â

Signatures

/s/ Nina Andersson-Willard as
Attorney-in-Fact

08/26/2015

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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) The option vested over a period of 4 years from the grant date March 3, 2008 and is fully vested
- (2) The option vested over a period of 4 years from the grant date June 15, 2009 and is fully vested
- (3) The option vested over a period of 4 years from the grant date April 1, 2010 and is fully vested

The option (of which 8,279 are vested as of the date of this report) vests on a time-based vesting schedule over the course of three years

- (4) as follows: 33.33% on the first anniversary of the grant date of August 15, 2014, and the remaining 66.66% in equal 8.33% installments every three months thereafter, provided the reporting person continues to be employed by the Issuer on each such vesting date.

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.