

AVID TECHNOLOGY, INC.

Form 3

August 26, 2015

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

OMB APPROVAL

OMB  
Number: 3235-0104Expires: January 31,  
2005Estimated 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 \*

Ruzicka Dana

(Last)

(First)

(Middle)

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 Issuer5. If Amendment, Date Original  
Filed(Month/Day/Year)

75 NETWORK DRIVE

(Street)

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer \_\_\_\_ Other  
(give title below) (specify below)  
Chief Product Officer6. Individual or Joint/Group  
Filing(Check Applicable Line)  
\_\_X\_\_ Form filed by One Reporting  
Person  
\_\_\_\_ Form filed by More than One  
Reporting Person

BURLINGTON, MA 01803

(City)

(State)

(Zip)

**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

A

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)Date  
ExercisableExpiration  
Date3. Title and Amount of  
Securities Underlying  
Derivative Security  
(Instr. 4)

Title

Amount or  
Number of4. Conversion  
or Exercise  
Price of  
Derivative  
Security5. Ownership  
Form of  
Derivative  
Security:  
Direct (D)  
or Indirect6. Nature of Indirect  
Beneficial Ownership  
(Instr. 5)

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

## Reporting Owners

| Reporting Owner Name / Address                           | Relationships |           |                         |       |
|----------------------------------------------------------|---------------|-----------|-------------------------|-------|
|                                                          | Director      | 10% Owner | Officer                 | Other |
| Ruzicka Dana<br>75 NETWORK DRIVE<br>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.  
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