

REID CAROL L

Form 4

November 02, 2004

FORM 4
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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

**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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
REID CAROL L

(Last) (First) (Middle)

12 DURHAM DRIVE

(Street)

ANDOVER, MA 01810

(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 & Corporate Controller

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Common Stock	10/29/2004		M		1,250	A	\$ 12.8	2,525	D
Common Stock	10/29/2004		M		1,250	A	\$ 14.13	3,775	D
Common Stock	10/29/2004		M		742	A	\$ 22.01	4,517	D
Common Stock	10/29/2004		M		1,250	A	\$ 21.17	5,767	D
Common Stock	10/29/2004		M		508	A	\$ 22.01	6,275	D

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Common Stock	10/29/2004	M	1,417	A	\$ 42.91	7,692	D
Common Stock	10/29/2004	S	217	D	\$ 52.89	7,475	D
Common Stock	10/29/2004	S	1,000	D	\$ 52.85	6,475	D
Common Stock	10/29/2004	S	5,200	D	\$ 52.8	1,275	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
Incentive Stock Option (right to buy)	\$ 12.8	10/29/2004		M	1,250	10/17/2001 ⁽¹⁾ 04/17/2011	Common Stock
Incentive Stock Option (right to buy)	\$ 14.13	10/29/2004		M	1,250	09/06/2002 ⁽¹⁾ 03/06/2012	Common Stock
Incentive Stock Option (right to buy)	\$ 22.01	10/29/2004		M	742	07/10/2003 ⁽¹⁾ 01/10/2013	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 21.17	10/29/2004		M	1,250	07/13/2003 ⁽¹⁾ 01/13/2013	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 22.01	10/29/2004		M	508	07/10/2003 ⁽¹⁾ 01/10/2013	Common Stock
	\$ 42.91	10/29/2004		M	1,417	08/10/2004 ⁽¹⁾ 02/10/2014	

Non-Qualified
Stock Option
(right to buy)

Common
Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
REID CAROL L 12 DURHAM DRIVE ANDOVER, MA 01810			VP & Corporate Controller	

Signatures

Carol L. Reid	11/02/2004
<u> </u> 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.
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