

AVID TECHNOLOGY INC  
 Form 4  
 November 02, 2004

**FORM 4**

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

OMB APPROVAL

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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

(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  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

VP of Human Resources

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 (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   |

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|              |            |   |       |   |          |        |   |
|--------------|------------|---|-------|---|----------|--------|---|
| 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 |

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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 Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Non-Qualified Stock Option (right to buy)  | \$ 11.375  | 10/29/2004                           |  | M                              | 2,200   | 05/09/2000 <sup>(1)</sup> 11/09/2009                     | Common Stock                                      |
| Non-Qualified Stock Option (right to buy)  | \$ 13.0625   | 10/29/2004                           |  | M                              | 10,000  | 01/01/2001 <sup>(2)</sup> 01/01/2010                     | Common Stock                                      |
| Non-Qualified Stock Option (right to buy)  | \$ 14  | 10/29/2004                           |  | M                              | 9,792   | 04/30/2001 <sup>(3)</sup> 10/30/2010                     | Common Stock                                      |
| Non-Qualified Stock Option (right to buy)  | \$ 12.8  | 10/29/2004                           |  | M                              | 8,008   | 10/17/2001 <sup>(3)</sup> 04/17/2011                     | Common Stock                                      |

## Reporting Owners

| Reporting Owner Name / Address                                    | Relationships |           |                       |       |
|---|---------------|-----------|-----------------------|-------|
|   | Director      | 10% Owner | Officer               | Other |
| BAKER PATRICIA A<br>855 BOARDWALK PLACE<br>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.

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