

SMITH CHARLES L
Form 4
November 02, 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 *
SMITH CHARLES L

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

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

(Last) (First) (Middle)
7 PORTER ROAD
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
10/29/2004

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
VP of Worldwide Sales

ANDOVER, MA 01810

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

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		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		250	A	\$ 19	17,718	D	
Common Stock	10/29/2004		M		1,703	A	\$ 19.875	19,421	D	
Common Stock	10/29/2004		M		100	A	\$ 11.1875	19,521	D	
Common Stock	10/29/2004		M		13,000	A	\$ 21.4375	32,521	D	
Common Stock	10/29/2004		M		3,750	A	\$ 12.8	36,271	D	

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Common Stock	10/29/2004	M	181	A	\$ 14.13	36,452	D
Common Stock	10/29/2004	M	11,016	A	\$ 22.01	47,468	D
Common Stock	10/29/2004	S	30,000	D	\$ 52.8955	17,468	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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.

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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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 19	10/29/2004		M	250	12/22/1996 ⁽¹⁾ 12/22/2005	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 19.875	10/29/2004		M	1,703	08/01/1997 ⁽¹⁾ 08/01/2006	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 11.1875	10/29/2004		M	100	01/29/1998 ⁽³⁾ 01/29/2007	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 21.4375	10/29/2004		M	13,000	12/29/1999 ⁽¹⁾ 12/29/2008	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 12.8	10/29/2004		M	3,750	10/17/2001 ⁽²⁾ 04/17/2011	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 14.13	10/29/2004		M	181	09/06/2002 ⁽²⁾ 03/06/2012	Common Stock
	\$ 22.01	10/29/2004		M	11,016	07/10/2003 ⁽²⁾ 01/10/2013	

