

LEBOLT DAVID
Form 4
November 18, 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 *
LEBOLT DAVID

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)

3. Date of Earliest Transaction (Month/Day/Year)
11/16/2004

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)

General Manager, Digidesign

461 2ND STREET

(Street)

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

SAN FRANCISCO, CA 94107

(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 (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	11/16/2004		M	4,625 A \$ 12.8	4,625	D	
Common Stock	11/16/2004		M	3,646 A \$ 10.7	8,271	D	
Common Stock	11/16/2004		M	2,187 A \$ 14.13	10,458	D	
Common Stock	11/16/2004		M	8,750 A \$ 8.41	19,208	D	
Common Stock	11/16/2004		M	6,463 A \$ 22.01	25,671	D	

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Common Stock	11/16/2004	M	3,938	A	\$ 42.91	29,609	D
Common Stock	11/16/2004	S	28,509	D	\$ 57	1,100	D
Common Stock	11/16/2004	S	100	D	\$ 57.02	1,000	D
Common Stock	11/16/2004	S	400	D	\$ 57.05	600	D
Common Stock	11/16/2004	S	600	D	\$ 57.01	0	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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(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
Non-Qualified Stock Option (right to buy)	\$ 12.8	11/16/2004		M	4,625	10/17/2001 ⁽¹⁾ 04/17/2011	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 10.7	11/16/2004		M	3,646	01/24/2002 ⁽¹⁾ 07/24/2011	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 14.13	11/16/2004		M	2,187	09/06/2002 ⁽¹⁾ 03/06/2012	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 8.41	11/16/2004		M	8,750	01/22/2003 ⁽¹⁾ 07/22/2012	Common Stock
Incentive Stock Option	\$ 22.01	11/16/2004		M	2,650	07/10/2003 ⁽¹⁾ 01/10/2013	Common Stock

