

AVID TECHNOLOGY, INC.  
Form SC 13D/A  
April 01, 2019

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

SCHEDULE 13D

Under the Securities Exchange Act of 1934  
(Amendment No. 4)\*

AVID TECHNOLOGY, INC.

(Name of Issuer)

Common Stock, Par Value \$.01 Per Share

(Title of Class of Securities)

05367P100

(CUSIP Number)

MerihanTynan  
Cove Street Capital LLC  
2101 East El Segundo Boulevard, Suite 302  
El Segundo, CA 90245  
(424) 221-5897

(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

April 01, 2019

(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box.

**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See §240.13d-7 for other parties to whom copies are to be sent.

The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1. NAMES OF REPORTING PERSONS I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Cove Street Capital, LLC I.R.S IDENTIFICATION NO 27-5376591

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see instructions)

(a)

(b)

3. SEC USE ONLY

4. SOURCE OF FUNDS (see instructions)

OO

5. CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e)

6. CITIZENSHIP OR PLACE OF ORGANIZATION

DELAWARE

7. SOLE VOTING POWER

-

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

8. SHARED VOTING POWER

5,154,916

9. SOLE DISPOSITIVE POWER

-

10. SHARED DISPOSITIVE POWER

5,598,616

11. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

5,598,616

12. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (see instructions)

13. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13.33%

14.

TYPE OF REPORTING PERSON (see instructions)

IA

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1. NAMES OF REPORTING PERSONS I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Jeffrey Bronchick

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see instructions)

(a) ..

(b) ..

3. SEC USE ONLY

4. SOURCE OF FUNDS (see instructions)

OO

5. CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) ..

6. CITIZENSHIP OR PLACE OF ORGANIZATION

United States of America

7. SOLE VOTING POWER

10,000

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

8. SHARED VOTING POWER

5,,154,916

9. SOLE DISPOSITIVE POWER

10,000

10. SHARED DISPOSITIVE POWER

5,598,616

11. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

5,608,616

12. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES (see instructions) ..

13. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

13.35%

14. TYPE OF REPORTING PERSON (see instructions)

IN

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## Item 1. Security and Issuer.

\*This Amendment No.4 relates to shares of common stock, \$.01 par value per share (the "Common Stock") of Avid Technology, Inc., a Delaware corporation (the "Issuer"). The principal executive office and mailing address of the Issuer is 75 Network Drive, Burlington, MA 01803.

## Item 2. Identity and Background.

a) This statement on Schedule 13D is being filed pursuant to Rule 13d-1 under the Securities Exchange Act of 1934, as amended, by Cove Street Capital, LLC (CSC).

b) The address of the principal office of CSC is 2101 East El Segundo Boulevard, Suite 302, El Segundo, CA 90245

c) The principal business of CSC is as an Investment Adviser.

d) CSC, nor any of its members has, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

e) CSC, nor any of its members was, during the last five years, a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and, as a result of such proceeding, was or is subject to a judgment, decree or final order (1) enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws, or (2) finding any violation with respect to such laws.

f) CSC is a Delaware limited liability company.

## Item 3. Source or Amount of Funds or Other Consideration.

CSC in its capacity as an Investment Adviser will purchase on behalf of its clients. No monies were borrowed for such an acquisition. The aggregate purchase price of the 5,598,616 Shares beneficially owned by CSC is approximately \$30,177,043 including brokerage commissions.

## Item 4. Purpose of Transaction.

The This Amendment No. 4 is to report the change in percentage of holdings of over 1% of the class. Rule 13d-2(a)

## Item 5. Interest in Securities of the Issuer.

The aggregate percentage of Shares reported owned by each person named herein is based upon 42,000,870 Shares outstanding, which is the total number of Shares outstanding as of March 11, 2019 as reported in the Issuer's Form 10-K filed with the Securities and Exchange Commission on March 15, 2019.

| Date of Transactions | Buy/Sells | Quantity  | Amount       | Unit Price |
|----------------------|-----------|-----------|--------------|------------|
| 2/1/2019             | Buy       | 10,952.00 | 53,063.54    | 4.85       |
| 2/5/2019             | Buy       | 8,790.00  | 43,413.81    | 4.94       |
| 2/20/2019            | Buy       | 50,286.00 | 1,325,742.37 | 26.36      |

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|            |      |        |            |              |      |
|------------|------|--------|------------|--------------|------|
| 2/21/2019  | Buy  |        | 113,400.00 | 558,889.14   | 4.93 |
| 2/21/2019  | Sell |        | 140,908.00 | 689,439.73   | 4.89 |
| 3/15/2019  | Sell |        | 92,965.00  | 558,720.92   | 6.01 |
| 3/18/2019  | Sell |        | 142,169.00 | 964,864.75   | 6.79 |
| 3/19/2019  | Sell |        | 42,631.00  | 281,006.46   | 6.59 |
| 3/20/2019  | Sell |        | 218,331.00 | 1,609,525.00 | 7.37 |
| 3/21/2019  | Sell |        | 118,613.00 | 853,610.97   | 7.20 |
| 3/22/2019  | Sell |        | 71,864.00  | 505,757.78   | 7.04 |
| 3/25/2019  | Sell |        | 84,782.00  | 604,699.65   | 7.13 |
| 3/26/2019  | Sell |        | 69,433.00  | 497,925.24   | 7.17 |
| 3/29/2019  | Sell |        | 61,698.00  | 471,121.55   | 7.64 |
| 04/01/2019 | Sell | 13,275 | 105,410.09 | 7.94         |      |

Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer.

None.

Item 7. Material to Be Filed as Exhibits.

None.

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Cove Street Capital, LLC

/s/ Merihan Tynan  
Merihan Tynan  
Chief Compliance Officer

April 01, 2019

/s/ Jeffrey Bronchick

Jeffrey Bonchick