

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

<div>1. Name and Address of Reporting Person*</div> <div>BCP III AIV A, L.P.</div> <div>(Last) (First) (Middle)</div> <div>909 MONTGOMERY STREET</div> <div>SUITE 400</div> <div>(Street)</div> <div>SAN FRANCISCO CA 94133</div> <div>(City) (State) (Zip)</div>	<div>2. Issuer Name and Ticker or Trading Symbol</div> <div>AVID TECHNOLOGY, INC. [ AVID ]</div> <div>3. Date of Earliest Transaction (Month/Day/Year)</div> <div>10/06/2015</div> <div>4. If Amendment, Date of Original Filed (Month/Day/Year)</div>	<div>5. Relationship of Reporting Person(s) to Issuer (Check all applicable)</div> <div>Director X 10% Owner</div> <div>Officer (give title below) Other (specify below)</div> <div>6. Individual or Joint/Group Filing (Check Applicable Line)</div> <div>X Form filed by One Reporting Person</div> <div>Form filed by More than One Reporting Person</div>
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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	10/06/2015		S		49,300	D	\$8.15	3,768,619	D <sup>(1)</sup>	
Common Stock	10/07/2015		S		85,000	D	\$8.27	3,683,619	D <sup>(1)</sup>	
Common Stock	10/08/2015		S		55,000	D	\$8.39	3,628,619	D <sup>(1)</sup>	
Common Stock								2,987,238	D <sup>(2)</sup>	
Common Stock								39,510	D <sup>(3)</sup>	

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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

<div>1. Name and Address of Reporting Person*</div> <div>BCP III AIV A, L.P.</div> <div>(Last) (First) (Middle)</div> <div>909 MONTGOMERY STREET</div> <div>SUITE 400</div> <div>(Street)</div> <div>SAN FRANCISCO CA 94133</div> <div>(City) (State) (Zip)</div>
<div>1. Name and Address of Reporting Person*</div> <div>BCP IV AIV A, L.P.</div> <div>(Last) (First) (Middle)</div> <div>909 MONTGOMERY STREET</div> <div>SUITE 400</div> <div>(Street)</div> <div>SAN FRANCISCO CA 94133</div> <div>(City) (State) (Zip)</div>

(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
<a href="#">Blum Strategic GP III, L.L.C.</a>		
(Last)	(First)	(Middle)
909 MONTGOMERY STREET		
SUITE 400		
(Street)		
SAN FRANCISCO CA		94133
(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
<a href="#">Blum Strategic GP IV, L.L.C.</a>		
(Last)	(First)	(Middle)
909 MONTGOMERY STREET		
SUITE 400		
(Street)		
SAN FRANCISCO CA		94133
(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
<a href="#">RICHARD C BLUM &amp; ASSOCIATES INC</a>		
(Last)	(First)	(Middle)
909 MONTGOMERY STREET		
SUITE 400		
(Street)		
SAN FRANCISCO CA		94133
(City)	(State)	(Zip)

Explanation of Responses:

1. These shares of the Common Stock of the Issuer are held directly by BCP III AIV A, L.P. ("AIV III"). These shares may also be deemed to be owned indirectly by (i) Blum Strategic GP III, L.P. ("Blum GP III LP"), AIV III's general partner, and (ii) Blum Strategic GP III, L.L.C. ("Blum GP III"), Blum GP III LP's general partner. Both Blum GP III LP and Blum GP III disclaim beneficial ownership of these shares, except to the extent of any pecuniary interest therein.
2. These shares of the Common Stock of the Issuer are held directly by BCP IV AIV A, L.P. ("AIV IV"). These shares may also be deemed to be owned indirectly by (i) Blum Strategic GP IV, L.P. ("Blum GP IV LP"), AIV IV's general partner, and (ii) Blum Strategic GP IV, L.L.C. ("Blum GP IV"), Blum GP IV LP's general partner. Both Blum GP IV LP and Blum GP IV disclaim beneficial ownership of these shares, except to the extent of any pecuniary interest therein.
3. These shares are owned directly by Richard C. Blum and Associates Inc.

Remarks:

/s/ See Attached Signature

10/08/2015

\*\* Signature of Reporting Person

Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.

## Joint Filer Information

Designated Filer: BCP III AIV A, L.P.

Date of Earliest Transaction

Required to be Reported: October 6, 2015

Issuer & Symbol: Avid Technology, Inc. (AVID)

Address of each Reporting Person for this Form 4:

909 Montgomery Street, Suite 400, San Francisco, CA 94133

Relationship to Issuer of each Reporting Person: 10% Owner

## Signatures

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

October 8, 2015

BCP III AIV A, L.P.

By: BLUM STRATEGIC GP III, L.P.  
its General Partner

By: BLUM STRATEGIC GP III, L.L.C.  
its General Partner

By: /s/ Deborah L. Perkovich

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Deborah L. Perkovich

Chief Financial Officer

BCP IV AIV A, L.P.

By: BLUM STRATEGIC GP IV, L.P.  
its General Partner

By: BLUM STRATEGIC GP IV, L.L.C.  
its General Partner

By: /s/ Deborah L. Perkovich

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Deborah L. Perkovich

Chief Financial Officer

BLUM STRATEGIC GP III, L.L.C.

BLUM STRATEGIC GP III, L.P.

By: Blum Strategic GP III, L.L.C.  
its General Partner

By: /s/ Deborah L. Perkovich

By: /s/ Deborah L. Perkovich

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Deborah L. Perkovich  
Chief Financial Officer

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Deborah L. Perkovich  
Chief Financial Officer

BLUM STRATEGIC GP IV, L.L.C.

BLUM STRATEGIC GP IV, L.P.

By: Blum Strategic GP IV, L.L.C.  
its General Partner

By: /s/ Deborah L. Perkovich

By: /s/ Deborah L. Perkovich

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Deborah L. Perkovich  
Chief Financial Officer

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Deborah L. Perkovich  
Chief Financial Officer

RICHARD C. BLUM AND ASSOCIATES INC.

By: /s/ Deborah L. Perkovich

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Chief Financial Officer