

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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).

OMB APPROVAL

OMB Number: 3235-0287

Estimated average burden hours per response: 0.5

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

1. Name and Address of Reporting Person* <u>Blum Strategic GP IV, L.L.C.</u> (Last) (First) (Middle) <u>909 MONTGOMERY STREET</u> <u>SUITE 400</u> (Street) <u>SAN FRANCISCO</u> <u>CA</u> <u>94133</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>AVID TECHNOLOGY, INC.</u> [<u>AVID</u>]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <u>X</u> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>08/31/2015</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		6. Individual or Joint/Group Filing (Check Applicable Line) <u>X</u> 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	08/31/2015		J ⁽¹⁾⁽²⁾		2,987,238	D	\$0 ⁽¹⁾⁽²⁾⁽³⁾	0	D ⁽⁴⁾	
Common Stock	08/31/2015		J ⁽¹⁾⁽²⁾		4,100,000	D	\$0 ⁽¹⁾⁽²⁾⁽⁵⁾	0	D ⁽⁶⁾	
Common Stock								39,510	D ⁽⁷⁾	

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				

1. Name and Address of Reporting Person* <u>Blum Strategic GP IV, L.L.C.</u> (Last) (First) (Middle) <u>909 MONTGOMERY STREET</u> <u>SUITE 400</u> (Street) <u>SAN FRANCISCO</u> <u>CA</u> <u>94133</u> (City) (State) (Zip)
1. Name and Address of Reporting Person* <u>Blum Strategic GP III, L.L.C.</u> (Last) (First) (Middle) <u>909 MONTGOMERY STREET</u> <u>SUITE 400</u> (Street) <u>SAN FRANCISCO</u> <u>CA</u> <u>94133</u> (City) (State) (Zip)
1. Name and Address of Reporting Person*

RICHARD C BLUM & ASSOCIATES INC

(Last)	(First)	(Middle)
909 MONTGOMERY STREET		
SUITE 400		
(Street)		
SAN FRANCISCO CA		94133
(City)	(State)	(Zip)

Explanation of Responses:

1. Pursuant to a reorganization (the "Reorganization"), 2,987,238 shares of Common Stock of the Issuer that were previously directly held by Blum Strategic Partners IV, L.P. ("Strategic IV") were contributed to BCP IV AIV A, L.P. (the "AIV IV") in exchange for all of AIV IV's outstanding limited partnership interests. Immediately following such transaction, Strategic IV distributed, on a pro rata basis, all of its limited partnership interests in AIV IV to Strategic IV's limited partners. The general partner of both Strategic IV and AIV IV is Blum Strategic GP IV, L.P. (" Blum GP IV LP") and the general partner of Blum GP IV LP is Blum Strategic GP IV, L.L.C. ("Blum GP IV"). Also pursuant to the Reorganization, Blum Strategic Partners III, L.P. ("Strategic III") contributed 4,100,000 shares of Common Stock to BCP III AIV A, L.P. ("AIV III") in exchange for all of AIV III's outstanding limited partnership interests. [Continued to Footnote 2]
2. [Continued from Footnote 1] Immediately following such transaction, Strategic III distributed, on a pro rata basis, all of its limited partnership interests in AIV III to Strategic III's limited partners. The general partner of both Strategic III and AIV III is Blum Strategic GP III, L.P. ("Blum GP III LP") and the general partner of Blum GP III LP is Blum Strategic GP III, L.L.C. ("Blum GP III"). After the Reorganization, AIV IV directly holds 2,987,238 shares of Common Stock and AIV III directly holds 4,100,000 shares of Common Stock. AIV IV and AIV III are filing a separate Form 3.
3. Pursuant to the Reorganization and immediately following the transfer described in footnote (1) and footnote (2) hereto, Blum GP IV LP sold a portion of its partnership interest in AIV IV, representing 18,925 shares of Common Stock of the Issuer, to an affiliate at a privately negotiated price equal to \$13.63 per share. These shares continue to be directly held by AIV IV and, accordingly, Blum GP IV LP, as general partner of AIV IV, and Blum GP IV, as general partner of Blum GP IV LP, may be deemed to indirectly own such shares. Both Blum GP IV LP and Blum GP IV disclaim beneficial ownership of these shares, except to the extent of any pecuniary interest therein.
4. These shares were owned directly by Strategic IV. These shares also may have been deemed to have been owned indirectly by (i) Blum GP IV LP, as general partner of Strategic IV, and (ii) Blum GP IV, as general partner of Blum GP IV LP. Both Blum GP IV LP and Blum GP IV disclaim beneficial ownership of these shares, except to the extent of any pecuniary interest therein.
5. Pursuant to the Reorganization and immediately prior to the transfer described in footnote (1) and footnote (2) hereto, Blum GP III LP sold a portion of its partnership interest in AIV III, representing 24,991 shares of Common Stock of the Issuer, to an affiliate at a privately negotiated price equal to \$13.63 per share. After such sale, these shares continued to be directly held by Strategic III until the transfer described in footnote (1) and footnote (2) hereto. After such transfer, these shares continue to be directly held by AIV III and, accordingly, Blum GP III LP, as general partner of AIV III and Blum GP III, as general partner of Blum GP III LP, may be deemed to indirectly own such shares. Both Blum GP III LP and Blum GP III disclaim beneficial ownership of these shares, except to the extent of any pecuniary interest therein.
6. These shares were owned directly by Strategic III. These shares also may have been deemed to be owned indirectly by (i) Blum GP III LP, as general partner of Strategic III, and (ii) Blum GP III, as general partner of Blum GP III LP. Both Blum GP III LP and Blum GP III disclaim beneficial ownership of these shares, except to the extent of any pecuniary interest therein.
7. These shares are owned directly by Richard C. Blum & Associates, Inc.

Remarks:

[See Attached Signature Page](#) [09/02/2015](#)

** 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: BLUM CAPITAL PARTNERS, L.P.

Date of Earliest Transaction

Required to be Reported: August 31, 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.

September 2, 2015

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/ Peter Westley

By: /s/ Peter Westley

Peter Westley

Peter Westley

Partner

Partner

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/ Peter Westley

By: /s/ Peter Westley

Peter Westley

Peter Westley

Partner

Partner

