FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

wasiiiigton,	D.C.	205

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

(First)

152 WEST 57TH STREET, 17TH FLOOR

NY

(State)

(Street)
NEW YORK

CITY

(City)

(Middle)

10019

(Zip)

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number: 3235-0287

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

					or	Secti	ion 30(ł	n) of th	è Ínvest	men	t C	ompany Act o	of 1940								
L. Name and Address of Reporting Person* <u>Asmar Christian</u>				2. Issuer Name and Ticker or Trading Symbol AVID TECHNOLOGY, INC. [AVID]							S. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner Officer (give title) Other (appeil)										
(Last) (First) (Middle) 152 WEST 57TH STREET, 17TH FLOOR					3. Date of Earliest Transaction (Month/Day/Year) 05/26/2020									Office below	er (give titl v)	le	Othe belov	r (specit v)	У		
Street) NEW YORK CITY 10019				4. 1	4. If Amendment, Date of Original Filed (Month/Day/Year)							6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person X Form filed by More than One Reporting Person									
(City)	(St		Zip)																		
Table I - Non-Deriva L. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/N		n	2A. Deem		emed ion Date,		3. Transaction		4. Securities Acquired (A) or		5. Amou Securitie Beneficia Owned F		nt of s ally following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership	i ial ship				
									Code	v		Amount	(A) or (D)	Price		Reported Transaction(s) (Instr. 3 and 4)			(nstr. 4)
Common	ommon Stock ⁽¹⁾			05/26/20	20	0						154,817	A	\$6.1	717	17 4,930,227		I		See Footn	ote ⁽²⁾
Common	Common Stock ⁽¹⁾			05/27/2020				P			149,930	A	\$6.4	.4486 5,08		0,157		I Ser		ote ⁽²⁾	
Common Stock ⁽¹⁾ Common Stock ⁽¹⁾ O5/28/20		05/28/20	20	0			P			371,261	A	\$6.4598		5,451,418		I		See Footnote ⁽²⁾			
														25,341		D ⁽³⁾					
		Tal	ole II	l - Derivat								oosed of, convertib				Owne	d				
L. Title of Conversit Conversit Or Exercis Price of Derivative Security		Date E (Month/Day/Year) if		Deemed cution Date,	4. Transaction Code (Instr. 8)		5. of of Str. Sc Ac (A Di of	5. Number		er 6. Date Ex Expiration (Month/Da		cisable and Date	7. Title and Amount of Securities Underlying Derivative Security (Ins: 3 and 4)		8. Price o Derivative Security (Instr. 5)		9. Numbo derivativ Securitie Beneficia Owned Followin Reported Transact (Instr. 4)	ve Owners es Form: ially Direct (i or Indir ng (i) (Insti		ip of li Ber Ow ct (Ins	Naturo ndirec neficia nershi str. 4)
					Code	e V	, (A	u) (D	Date Exe	e rcisa	ıble	Expiration Date	Title	Amour or Number of Shares	er						
	nd Address of Christian	Reporting Person*																			
(Last) 152 WE		(First) FREET, 17TH F	•	Middle)																	
Street) NEW YO	ORK	NY	1	10019																	
(City)		(State)	(2	Zip)																	
	nd Address of ive Capit	Reporting Person*																			

	ss of Reporting Person*	
(Last) 152 WEST 57TI	(First) H STREET, 17TH F	(Middle)
(Street) NEW YORK CITY	NY	10019
(City)	(State)	(Zip)
1. Name and Address Impactive Ca	ss of Reporting Person* <u>pital LLC</u>	
(Last) 152 WEST 57TI	(First) H, 17TH FLOOR	(Middle)
(Street) NEW YORK CITY	NY	10019
(City)	(State)	(Zip)
1. Name and Address	ss of Reporting Person [*] 1 <u>Taylor</u>	
(Last) 152 WEST 57TI	(First) H, 17TH FLOOR	(Middle)
(Street) NEW YORK CITY	NY	10019
(City)	(State)	(Zip)

Explanation of Responses:

- 1. This Form 4 is filed jointly by Impactive Capital GP LLC ("Impactive GP"), Impactive Capital LP ("Impactive Capital"), Impactive Capital LLC ("Impactive Capital GP"), Lauren Taylor Wolfe and Christian Asmar (collectively, the "Reporting Persons"). Each of the Reporting Persons is a member of a Section 13(d) group that collectively owns more than 10% of the Issuer's outstanding shares of Common Stock. Each of the Reporting Persons disclaims beneficial ownership of the securities reported herein except to the extent of his, her or its pecuniary interest therein.
- 2. Securities of the Issuer beneficially owned by Impactive GP and Impactive Capital. As the general partner of Impactive Capital, Impactive Capital GP may be deemed to beneficially own the securities of the Issuer beneficially owned by Impactive Capital. As managing members of each of Impactive GP and Impactive Capital GP, each of Ms. Taylor Wolfe and Mr. Asmar may be deemed to beneficially own the securities of the Issuer beneficially owned by Impactive GP and Impactive Capital GP.
- 3. Securities of the Issuer directly beneficially owned by Mr. Asmar.

/s/ Christian Asmar	05/28/2020
IMPACTIVE CAPTIAL LP, By: Impactive Capital LLC, its general partner, By: /s/ Lauren Taylor Wolfe, Managing Member	05/28/2020
IMPACTIVE CAPITAL GP LLC, By: /s/ Lauren Taylor Wolfe, Managing Member	05/28/2020
IMPACTIVE CAPITAL LLC, By: /s/ Lauren Taylor Wolfe, Managing Member	05/28/2020
/s/ Lauren Taylor Wolfe ** Signature of Reporting Person	<u>05/28/2020</u> 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.

 $Persons \ who \ respond \ to \ the \ collection \ of \ information \ contained \ in \ this \ form \ are \ not \ required \ to \ respond \ unless \ the \ form \ displays \ a \ currently \ valid \ OMB \ Number.$