

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

1. Name and Address of Reporting Person* <u>Asmar Christian</u> <hr/> (Last) (First) (Middle) 152 WEST 57TH STREET, 17TH FLOOR <hr/> (Street) NEW YORK NY 10019 <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>AVID TECHNOLOGY, INC. [AVID]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) 07/09/2020	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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 ⁽¹⁾	07/09/2020		P		103,711	A	\$6.9289	6,877,402	I	See Footnote ⁽²⁾
Common Stock ⁽¹⁾	07/10/2020		P		4,391	A	\$6.9662	6,881,793	I	See Footnote ⁽²⁾
Common Stock ⁽¹⁾								25,341	D ⁽³⁾	

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)					

1. Name and Address of Reporting Person* <u>Asmar Christian</u> <hr/> (Last) (First) (Middle) 152 WEST 57TH STREET, 17TH FLOOR <hr/> (Street) NEW YORK NY 10019 <hr/> (City) (State) (Zip)
1. Name and Address of Reporting Person* <u>Impactive Capital LP</u> <hr/> (Last) (First) (Middle) 152 WEST 57TH STREET, 17TH FLOOR <hr/> (Street) NEW YORK NY 10019 <hr/> (City) (State) (Zip)
1. Name and Address of Reporting Person* <u>Impactive Capital GP LLC</u>

(Last) (First) (Middle)
152 WEST 57TH STREET, 17TH FLOOR

(Street)
NEW YORK NY 10019
CITY

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[Impactive Capital LLC](#)

(Last) (First) (Middle)
152 WEST 57TH, 17TH FLOOR

(Street)
NEW YORK NY 10019
CITY

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[Wolfe Lauren Taylor](#)

(Last) (First) (Middle)
152 WEST 57TH, 17TH FLOOR

(Street)
NEW YORK NY 10019
CITY

(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, including 16,381 shares of Common Stock underlying certain RSUs, which will vest in full on the earlier of the date of the Issuer's 2021 Annual Meeting of Stockholders or April 30, 2021.

[/s/ Christian Asmar](#) [07/13/2020](#)

[IMPACTIVE CAPITAL LP,](#)
[By: Impactive Capital LLC,](#)
[its general partner, By: /s/](#) [07/13/2020](#)
[Lauren Taylor Wolfe,](#)
[Managing Member](#)

[IMPACTIVE CAPITAL GP](#)
[LLC, By: /s/ Lauren Taylor](#) [07/13/2020](#)
[Wolfe, Managing Member](#)

[IMPACTIVE CAPITAL LLC,](#)
[By: /s/ Lauren Taylor Wolfe,](#) [07/13/2020](#)
[Managing Member](#)

[/s/ Lauren Taylor Wolfe](#) [07/13/2020](#)

** 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.