

AVID TECHNOLOGY, INC.  
 Form 4/A  
 May 20, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 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).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 COGNOS, INC.

2. Issuer Name and Ticker or Trading Symbol  
 AVID TECHNOLOGY, INC.  
 [AVID]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
 1685 REGIONAL ROAD  
 174, OTTAWA, ON K4C 1H5  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 05/18/2010

\_\_\_ Director \_\_\_ 10% Owner  
 \_\_\_X\_\_\_ Officer (give title below) \_\_\_ Other (specify below)  
 Vice President of Finance

CANADA

4. If Amendment, Date Original Filed(Month/Day/Year)  
 05/20/2010

6. Individual or Joint/Group Filing(Check Applicable Line)  
 \_\_\_X\_\_\_ Form filed by One Reporting Person  
 \_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)		
				(A) or (D)	Code	V	Amount	(D)	Price

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

**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 control number.**

SEC 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4. Transaction	5. Number of Derivative	6. Date Exercisable and Expiration Date	7. Title and Underlying Security
------------------------	---------------	--------------------------------------	-------------------------------	----------------	-------------------------	---	----------------------------------

Edgar Filing: AVID TECHNOLOGY, INC. - Form 4/A

Security (Instr. 3)	or Exercise Price of Derivative Security	any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year)	(Instr. 3 and 4)			
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title
Employee Stock Option (Right to Buy) <sup>(1)</sup>	\$ 14.3225 <sup>(1)</sup>	05/18/2010 <sup>(1)</sup>	A <sup>(1)</sup>		32,000 <sup>(1)</sup>		05/18/2011 <sup>(1)</sup>	05/18/2017 <sup>(1)</sup>	Common Stock <sup>(1)</sup>
Performance Rights (Restricted Stock Units) <sup>(1)</sup>	<sup>(1)</sup>	05/18/2010 <sup>(1)</sup>	A <sup>(1)</sup>		16,000 <sup>(1)</sup>		<sup>(1)</sup>	03/31/2021 <sup>(1)</sup>	Common Stock <sup>(1)</sup>

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COGNOS, INC. 1685 REGIONAL ROAD 174 OTTAWA, ON K4C 1H5 CANADA			Vice President of Finance	

## Signatures

/s/ John S. LaMountain as Attorney-in-Fact for Jason G. Burke  
 \*\*Signature of Reporting Person  
 Date: 05/20/2010

## Explanation of Responses:

- \* 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).
- (1) See Remarks below.

### Remarks:

The Form 4 to which this amendment relates contained an incorrect CIK code, which mistakenly caused "Cognos Inc." to appear. Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.