AVID TECHNOLOGY, INC. Form SC 13G/A November 03, 2011

> SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 13G (Rule 13d-102) Information statement pursuant to Rules 13d-1 and 13d-2

Under the Securities Exchange Act of 1934 (Amendment No.4)

Avid Technology, Inc. (Name of Issuer)

Common Stock (Title of Class of Securities)

05367P100 (CUSIP Number)

Date of Event Which Requires Filing of this Statement: October 31, 2011

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 05367P100 13G
 1 NAME OF REPORTING PERSON
 S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
                          52-2343049
 Royce & Associates, LLC
    CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP
 2.
                                             (a) []
                                             (b)
 3
    SEC USE ONLY
  4 CITIZENSHIP OR PLACE OF ORGANIZATION
                    New York
                5 SOLE VOTING POWER
 NUMBER OF
   SHARES
                  2,199,292
 BENEFICIALLY
                6
                      SHARED VOTING POWER
  OWNED BY
                7 SOLE DISPOSITIVE POWER
    EACH
 REPORTING
                  2,199,292
                8 SHARED DISPOSITIVE POWER
  PERSON
   WITH
  9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING
           2,199,292
    PERSON
 10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)
    EXCLUDES CERTAIN SHARES
                                     [ ]
 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)
                   5.71%
 12 TYPE OF REPORTING PERSON
                    ΤA
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CUSIP No. 05367P100
                    13G
Item 1(a) Name of Issuer:
Avid Technology, Inc.
Item 1(b)
          Address of Issuer's Principal Executive Offices:
Investor Relations
One Park West
Tewksbury, MA 1876
Item 2(a)
           Name of Persons Filing:
            Royce & Associates, LLC
Item 2(b) Address of Principal Business Office, or, if None, Residence:
    745 Fifth Avenue, New York, NY 10151
Item 2(c) Citizenship:
            New York Corporation
          Title of Class of Securities:
Item 2(d)
             Common Stock
Item 2(e)
          CUSIP Number:
05367P100
Item 3
       If this statement is filed pursuant to rules 13d-1(b), or 13d-
         2(b), check whether the person filing is a:
     (a) [ ] Broker or Dealer registered under Section 15 of the Act
     (b) [ ] Bank as defined in Section 3(a)(6) of the Act
     (c) [ ] Insurance Company as defined in Section 3(a)(19) of the Act
     (d) [ ] Investment Company registered under Section 8 of
            the Investment Company Act
     (e) [X] Investment Adviser registered under Section 203 of
            the Investment Advisers Act of 1940
     (f) [ ] Employee Benefit Plan, Pension Fund which is
            subject to the provisions of the Employee
            Retirement Income Security Act of 1974 or Endowment Fund
     (g) [ ] Parent Holding Company, in accordance with Rule 13d-1 (b) (ii) (G)
     (h) [ ] Group
CUSIP No. 05367P100
                     13G
 Item 4 Ownership
     (a) Amount Beneficially Owned:
                          2,199,292
     (b) Percent of Class:
                          5.71%
     (C)
            Number of shares as to which such person has:
         (i) sole power to vote or to direct the vote
                                              2,199,292
         (ii)
               shared power to vote or to direct the vote
        (iii)
                sole power to dispose or to direct the disposition
                                                2,199,292
                of
         (iv)
                shared power to dispose or to direct the
                disposition of
Item 5
        Ownership of Five Percent or Less of a Class. [
                                                               1
Item 6 Ownership of More than Five Percent on Behalf of Another Person .
            NONE
Item 7
        Identification and Classification of the Subsidiary Which Acquired
        The Security Being Reported on by the Parent Holding
        Company.
            NOT APPLICABLE
        Identification and Classification of Members of the Group.
Ttem 8
            NOT APPLICABLE
Ttem 9
        Notice of Dissolution of Group.
            NOT APPLICABLE
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CUSIP No. 05367P100 13G

## Edgar Filing: AVID TECHNOLOGY, INC. - Form SC 13G/A

Item 10 Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

## Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement with respect to it is true, complete and correct.

Date: November 03, 2011

By: Daniel A. O'Byrne, Vice President