

Activision Blizzard, Inc.  
Form 4  
August 14, 2009

**FORM 4**

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

OMB APPROVAL

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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 \*  
**KOTICK ROBERT A**

(Last) (First) (Middle)

**C/O ACTIVISION BLIZZARD,  
INC., 3100 OCEAN PARK  
BOULEVARD**

(Street)

**SANTA MONICA, CA 90405**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**Activision Blizzard, Inc. [ATVI]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**08/12/2009**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**President & CEO**

6. Individual or Joint/Group Filing(Check Applicable Line)

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, par value \$0.0000001 per share | 08/12/2009                           |  | M                              |   | 305,700   | A  | \$ 1.0315   |
|   |                                      |  |                                |   | 3,415,429   | D  |   |
| Common Stock, par value \$0.0000001 per share | 08/12/2009                           |  | S                              |   | 305,700   | D  | \$ 12.5052  |
|   |                                      |  |                                |   |   |  | <u>(1)</u>  |
|   | 08/12/2009                           |  | M                              |   | 500,000   | A  | \$ 1.0315   |
|   |                                      |  |                                |   | 3,609,729   | D  |   |

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Common  
Stock, par  
value  
\$0.0000001  
per share

Common  
Stock, par  
value  
\$0.0000001  
per share

|            |   |         |   |                             |           |   |
|------------|---|---------|---|-----------------------------|-----------|---|
| 08/12/2009 | S | 500,000 | D | \$<br>12.5104<br><u>(2)</u> | 3,109,729 | D |
|------------|---|---------|---|-----------------------------|-----------|---|

Common  
Stock, par  
value  
\$0.0000001  
per share

|            |   |         |   |           |           |   |
|------------|---|---------|---|-----------|-----------|---|
| 08/13/2009 | M | 194,300 | A | \$ 1.0315 | 3,304,029 | D |
|------------|---|---------|---|-----------|-----------|---|

Common  
Stock, par  
value  
\$0.0000001  
per share

|            |   |         |   |                             |           |   |
|------------|---|---------|---|-----------------------------|-----------|---|
| 08/13/2009 | S | 194,300 | D | \$<br>12.4618<br><u>(3)</u> | 3,109,729 | D |
|------------|---|---------|---|-----------------------------|-----------|---|

Common  
Stock, par  
value  
\$0.0000001  
per share

|            |   |         |   |           |           |   |
|------------|---|---------|---|-----------|-----------|---|
| 08/13/2009 | M | 500,000 | A | \$ 1.0315 | 3,609,729 | D |
|------------|---|---------|---|-----------|-----------|---|

Common  
Stock, par  
value  
\$0.0000001  
per share

|            |   |         |   |                             |           |   |
|------------|---|---------|---|-----------------------------|-----------|---|
| 08/13/2009 | S | 500,000 | D | \$<br>12.3662<br><u>(4)</u> | 3,109,729 | D |
|------------|---|---------|---|-----------------------------|-----------|---|

Common  
Stock, par  
value  
\$0.0000001  
per share

|            |   |         |   |           |           |   |
|------------|---|---------|---|-----------|-----------|---|
| 08/13/2009 | M | 500,000 | A | \$ 1.0315 | 3,609,729 | D |
|------------|---|---------|---|-----------|-----------|---|

Common  
Stock, par  
value  
\$0.0000001  
per share

|            |   |         |   |                         |                         |   |
|------------|---|---------|---|-------------------------|-------------------------|---|
| 08/13/2009 | S | 500,000 | D | \$ 12.407<br><u>(5)</u> | 3,109,729<br><u>(6)</u> | D |
|------------|---|---------|---|-------------------------|-------------------------|---|

Common  
Stock, par  
value  
\$0.0000001  
per share

160,610

I

By 10122CP  
Trust

100,002

I

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|  |  |  |  |       |   |   |
|--|--|--|--|-------|---|---|
| Common Stock, par value \$0.000001 per share |  |  |  |       |   | By Delmonte Investments, LLC            |
| Common Stock, par value \$0.000001 per share |  |  |  | 9,600 | I | By UTMA's for benefit of minor children |
| Common Stock, par value \$0.000001 per share |  |  |  | 3,596 | I | By 10122N Trust                         |

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.**

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(9-02)

**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) |         | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                 | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|--|---------|--|-----------------|---|
|  |  |                                      |  |                                | (A)  | (D)     | Date Exercisable   | Expiration Date |   |
| Employee Stock Options                     | \$ 3.8672  | 07/21/2009                           |  | J <sup>(7)</sup>               |  | 763,153 | <u>(8)</u>   | 04/29/2014      | Common Stock, par value \$0.000001 per share                |
| Employee Stock Options                     | \$ 3.8672  | 07/21/2009                           |  | J <sup>(7)</sup>               |  | 763,153 | <u>(8)</u>   | 04/29/2014      | Common Stock, par value \$0.000001 per share                |
| Employee Stock Options                     | \$ 1.0315  | 08/12/2009                           |  | M                              |  | 305,700 | <u>(9)</u>   | 04/18/2010      | Common Stock, par value \$0.000001 per share                |

| Employee Stock Options | Price     | Grant Date | Exercise Price | Quantity | Expiration Date | Common Stock, par value |
|------------------------|-----------|------------|----------------|----------|-----------------|-------------------------|
| Employee Stock Options | \$ 1.0315 | 08/12/2009 | M              | 500,000  | (9) 04/18/2010  | \$0.000001 per share    |
| Employee Stock Options | \$ 1.0315 | 08/13/2009 | M              | 194,300  | (9) 04/18/2010  | \$0.000001 per share    |
| Employee Stock Options | \$ 1.0315 | 08/13/2009 | M              | 500,000  | (9) 04/18/2010  | \$0.000001 per share    |
| Employee Stock Options | \$ 1.0315 | 08/13/2009 | M              | 500,000  | (9) 04/18/2010  | \$0.000001 per share    |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                 |       |
|---|---------------|-----------|-----------------|-------|
|   | Director      | 10% Owner | Officer         | Other |
| KOTICK ROBERT A<br>C/O ACTIVISION BLIZZARD, INC.<br>3100 OCEAN PARK BOULEVARD<br>SANTA MONICA, CA 90405 | X             |           | President & CEO |       |

## Signatures

/s/ Robert A. Kotick 08/14/2009

\*\*Signature of Reporting Person Date

## 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) The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$12.50 to \$12.53 per share. Mr. Kotick has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff information regarding the number of shares sold at each price within that range.
  - (2) The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$12.50 to \$12.55 per share. Mr. Kotick has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff information regarding the number of shares sold at each price within that range.
  - (3) The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$12.45 to \$12.4925 per share. Mr. Kotick has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff

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information regarding the number of shares sold at each price within that range.

The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$12.33 to \$12.42 per share.

- (4) Mr. Kotick has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff information regarding the number of shares sold at each price within that range.

The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$12.40 to \$12.45 per share.

- (5) Mr. Kotick has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff information regarding the number of shares sold at each price within that range.

Following the transactions reported on this Form 4, Mr. Kotick directly held 3,109,729 shares of the Company's common stock, consisting of (a) 2,500,000 performance shares of the Company's common stock, (b) 484,849 restricted stock units and (c) 124,880 shares of the Company's common stock.

- (7) Reflects transfer of Employee Stock Options from 75260G Trust to 10122B Trust.
- (8) These options to purchase shares of the Company's common stock were exercisable in full as of April 29, 2004.
- (9) These options to purchase shares of the Company's common stock were exercisable in full as of April 18, 2000.
- (10) Represents options held by the 10122B Trust.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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