

Activision Blizzard, Inc.  
Form 4  
February 24, 2014

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
Tippl Thomas

(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)  
02/20/2014

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)  
Chief Operating Officer

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 \$0.000001 per share	02/20/2014		M		42,950	A	\$ 11.5
							1,458,681
							I
							See footnote. (1)
Common Stock, par value \$0.000001 per share	02/20/2014		S		42,950	D	\$ 19.8121
							1,415,731
							(2)
							I
							See footnote. (1)
	02/21/2014		M		144,678	A	\$ 11.5
							1,560,409
							I

Edgar Filing: Activision Blizzard, Inc. - Form 4

Common Stock, par value \$0.000001 per share								See footnote. (1)
Common Stock, par value \$0.000001 per share	02/21/2014	S	144,678	D	\$ 19.8132 (3)	1,415,731	I	See footnote. (1)
Common Stock, par value \$0.000001 per share	02/21/2014	M	3,542	A	\$ 10.89	1,419,273	I	See footnote. (1)
Common Stock, par value \$0.000001 per share	02/21/2014	S	3,542	D	\$ 19.8132 (3)	1,415,731 (4)	I	See footnote. (1)

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 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 Underlying Securities (Instr. 3 and 4)	Amount
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	Number of Shares
Employee Stock Options	\$ 11.5	02/20/2014		M	42,950	02/15/2014 05/11/2019	Common Stock, par value \$0.000001 per share	42,950
Employee Stock Options	\$ 11.5	02/21/2014		M	144,678	02/15/2014 05/11/2019	Common Stock, par value \$0.000001	144,678

Employee								per share
Stock	\$ 10.89	02/21/2014	M	3,542	02/15/2014	05/10/2020	Common	Stock, par
Options							value	3,5
							\$0.000001	per share

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Tippl Thomas C/O ACTIVISION BLIZZARD, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405			Chief Operating Officer	

## Signatures

/s/ Thomas  
Tippl  
02/24/2014

\_\_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) These securities are held by the Thomas and Laura Tippl Family Trust.  
The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$19.80 to \$19.84 per share. Mr.
- (2) Tippl has provided the Company, and upon request, will provide any security holder of the Company or the SEC staff, with 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 \$19.80 to \$19.87 per share. Mr.
- (3) Tippl has provided the Company, and upon request, will provide any security holder of the Company or the SEC staff, with information regarding the number of shares sold at each price within that range.  
Following the transactions reported on this Form 4, Mr. Tippl (through the Thomas and Laura Tippl Family Trust) held (a) 83,086 shares
- (4) of the Company's common stock, (b) 309,917 restricted stock units, each representing the right to receive a share of the Company's common stock, and (c) 1,022,728 performance-based restricted shares of the Company's common stock.

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.