

Activision Blizzard, Inc.

Form 3

February 25, 2016

FORM 3**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
2005Estimated average
burden hours per
response... 0.5**INITIAL STATEMENT OF 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 *

Â ZACCONI RICCARDO

(Last)

(First)

(Middle)

2. Date of Event Requiring
Statement

(Month/Day/Year)

02/23/2016

3. Issuer Name and Ticker or Trading Symbol
Activision Blizzard, Inc. [ATVI]4. Relationship of Reporting
Person(s) to Issuer5. If Amendment, Date Original
Filed(Month/Day/Year)

(Check all applicable)

☐ Director ☐ 10% Owner☒ Officer ☐ Other

(give title below) (specify below)

Chief Executive Officer, King

6. Individual or Joint/Group

Filing(Check Applicable Line)

☒ Form filed by One Reporting
Person☐ Form filed by More than One
Reporting PersonC/O ACTIVISION BLIZZARD,
INC.,Â 3100 OCEAN PARK
BOULEVARD

(Street)

SANTA
MONICA,Â CAÂ 90405

(City)

(State)

(Zip)

Table I - Non-Derivative Securities Beneficially Owned1. Title of Security
(Instr. 4)2. Amount of Securities
Beneficially Owned
(Instr. 4)3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)4. Nature of Indirect Beneficial
Ownership
(Instr. 5)Common Stock, par value \$0.000001 per
share84,453 ⁽¹⁾

D Â

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

SEC 1473 (7-02)

**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.****Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**1. Title of Derivative Security
(Instr. 4)2. Date Exercisable and
Expiration Date
(Month/Day/Year)3. Title and Amount of
Securities Underlying
Derivative Security4. Conversion
or Exercise5. Ownership
Form of6. Nature of Indirect
Beneficial
Ownership

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			(Instr. 4)		Price of	Derivative	(Instr. 5)
	Date	Expiration	Title	Amount or	Derivative	Security:	
	Exercisable	Date		Number of	Security	Direct (D)	
				Shares		or Indirect	
						(I)	
						(Instr. 5)	
Performance Stock Options ⁽²⁾	Â ⁽³⁾	11/12/2023	Common Stock, par value \$0.000001 per share	903,251	\$ 12.39	D	Â
Employee Stock Options ⁽²⁾	Â ⁽⁴⁾	02/15/2025	Common Stock, par value \$0.000001 per share	192,392	\$ 26.41	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ZACCONI RICCARDO C/O ACTIVISION BLIZZARD, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405	Â	Â	Â Chief Executive Officer, King	Â

Signatures

/s/ Riccardo
Zacconi

02/25/2016

**Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(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) On February 23, 2016, the Company acquired King Digital Entertainment plc ("King"). In connection therewith, Mr. Zacconi's restricted stock units, representing the right to receive King ordinary shares, were converted to 84,453 restricted stock units, each representing the right to receive a share of the Company's common stock, for a nominal price of 0.00014 per share, which vest quarterly in 12 equal installments, beginning May 16, 2016.

(2) On February 23, 2016, the Company acquired King. In connection therewith, Mr. Zacconi's options to purchase King ordinary shares were converted into options to purchase the Company's common stock.

(3) One-half of these options vest on February 22, 2019 as follows: one-third if, and only if, the operating income objective for King for 2016 was met or exceeded; one-third if, and only if, the operating income objective for King for 2017 was met or exceeded; and one-third if, and only if, the operating income objective for King for 2018 was met or exceeded. The other half of these options vest as follows: one-third on each of February 22, 2017, 2018 and 2019, in each case if, and only if, the EBITDA objective for King for the prior year was met or exceeded.

(4) These options vest quarterly in 12 equal installments, beginning May 16, 2016.

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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