

Activision Blizzard, Inc.

Form 4

August 13, 2013

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

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

## OMB APPROVAL

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response... 0.5

(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)  
08/09/2013

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_\_ Other (specify below)

Chief Operating Officer

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_X\_ 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	08/09/2013		M		427,054	A	\$ 7.605	1,081,946	I	See footnote. <u>(1)</u>
Common Stock, par value \$0.000001 per share	08/09/2013		S		427,054	D	\$ <u>17.3185</u> <u>(2)</u>	654,892	I	See footnote. <u>(1)</u>
	08/12/2013		M		154,473	A	\$ 7.605	809,365	I	

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Common Stock, par value \$0.000001 per share								See footnote. (1)
Common Stock, par value \$0.000001 per share	08/12/2013	S	154,473	D	\$ 17.2155 (3)	654,892	I	See footnote. (1)
Common Stock, par value \$0.000001 per share	08/13/2013	M	176,078	A	\$ 7.605	830,970	I	See footnote. (1)
Common Stock, par value \$0.000001 per share	08/13/2013	S	176,078	D	\$ 17.26 (4)	654,892	I	See footnote. (1)
Common Stock, par value \$0.000001 per share	08/13/2013	M	80,000	A	\$ 6.805	734,892	I	See footnote. (1)
Common Stock, par value \$0.000001 per share	08/13/2013	S	80,000	D	\$ 17.26 (4)	654,892	I	See footnote. (1)
Common Stock, par value \$0.000001 per share	08/13/2013	S	481,142	D	\$ 17.26 (4)	173,750 (5)	I	See footnote. (1)

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

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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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)						
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Option	\$ 7.605	08/09/2013	M		427,054	(6)	10/03/2015		Common Stock, par value \$0.000001 per share	427,0
Employee Stock Option	\$ 7.605	08/12/2013	M		154,473	(6)	10/03/2015		Common Stock, par value \$0.000001 per share	154,4
Employee Stock Option	\$ 7.605	08/13/2013	M		176,078	(6)	10/03/2015		Common Stock, par value \$0.000001 per share	176,0
Employee Stock Option	\$ 6.805	08/13/2013	M		80,000	(7)	04/21/2016		Common Stock, par value \$0.000001 per share	80,00

## 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  
08/13/2013

\_\_\_\_\_  
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.

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The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$17.30 to \$17.43 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 \$17.20 to \$17.29 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.

The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$17.20 to \$17.38 per share. Mr.

- (4) 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) 30,000

- (5) restricted shares of the Company's common stock, (b) 87,500 restricted stock units, each representing the right to receive a share of the Company's common stock, and (c) 56,250 performance-based restricted shares of the Company's common stock.

- (6) These options to purchase shares of the Company's common stock were exercisable in full as of October 3, 2010.

- (7) These options to purchase shares of the Company's common stock were exercisable in full as of April 1, 2010.

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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