

Activision Blizzard, Inc.

Form 4

February 19, 2014

**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

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
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)  
02/15/2014

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<br>Security<br>(Instr. 3)                    | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|----------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 02/15/2014                              |                                                             | F                                    | 29,352<br>(1)                                                           | D \$ 19.8 1,477,043                                                                                                | I                                                                       | See<br>footnote.<br>(2)                                           |
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 02/15/2014                              |                                                             | F                                    | 15,654<br>(3)                                                           | D \$ 19.8 1,461,389                                                                                                | I                                                                       | See<br>footnote.<br>(2)                                           |
|                                                          | 02/15/2014                              |                                                             | F                                    |                                                                         | D \$ 19.8 1,415,731                                                                                                | I                                                                       |                                                                   |

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|                                                          |            |  |   |        |               |                      |               |   |                         |
|----------------------------------------------------------|------------|--|---|--------|---------------|----------------------|---------------|---|-------------------------|
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share |            |  |   |        | 45,658<br>(4) |                      |               |   | See<br>footnote.<br>(2) |
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 02/19/2014 |  | M | 52,372 | A             | \$ 11.5              | 1,468,103     | I | See<br>footnote.<br>(2) |
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 02/19/2014 |  | S | 52,372 | D             | \$<br>19.8016<br>(5) | 1,415,731 (6) | I | See<br>footnote.<br>(2) |

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |     | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                    |                                                          |                                     |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----|---------------------------------------------------------------------|--------------------|----------------------------------------------------------|-------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V                                                                                                            | (A)                                                            | (D) | Date<br>Exercisable                                                 | Expiration<br>Date | Title                                                    | Amount<br>or<br>Number<br>of Shares |
| Employee<br>Stock<br>Options                        | \$ 11.5                                                            | 02/19/2014                              |                                                             | M                                    |                                                                                                              | 52,372                                                         |     | 02/15/2014                                                          | 05/11/2019         | Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 52,372                              |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other  
Chief Operating Officer

Tippl Thomas  
C/O ACTIVISION BLIZZARD, INC.  
3100 OCEAN PARK BOULEVARD  
SANTA MONICA, CA 90405

## Signatures

/s/ Thomas  
Tippl

02/19/2014

\_\_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).

On February 15, 2014, the restrictions lapsed with respect to 56,250 performance-based restricted shares of the Company's common stock  
(1) held by Mr. Tippl. Pursuant to the terms of his restricted stock award agreement, the Company withheld 29,352 of the shares otherwise deliverable to him in order to satisfy the resulting tax withholding obligation.

(2) These securities are held by the Thomas and Laura Tippl Family Trust.

On February 15, 2014, the restrictions lapsed with respect to 30,000 restricted shares of the Company's common stock held by Mr. Tippl.  
(3) Pursuant to the terms of his restricted stock award agreement, the Company withheld 15,654 of the shares otherwise deliverable to him in order to satisfy the resulting tax withholding obligation.

On February 15, 2014, 87,500 restricted stock units held by Mr. Tippl vested. Pursuant to the terms of his restricted stock unit award  
(4) agreement, the Company withheld 45,658 of the shares otherwise deliverable to him in order to satisfy the resulting tax withholding obligation.

The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$19.80 to \$19.85 per share. Mr.  
(5) 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  
(6) 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.

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