

Activision Blizzard, Inc.  
Form 4  
September 02, 2015

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Hirshberg Eric

(Last) (First) (Middle)

C/O ACTIVISION PUBLISHING, 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)  
08/31/2015

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)  
CEO, Activision Publishing

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) |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|
|  |                                      |  |                                | (A) or (D)  | Price   |  |   |
|  |                                      |  | Code                           | V   | Amount  |  |   |
| Common Stock, par value \$0.00001 per share  | 08/31/2015                           |  | F <sup>(1)</sup>               |   | 55,305  | D  | \$ 28.63 292,695 <sup>(2)</sup> D                     |
| Common Stock, par value \$0.000001 per share | 08/31/2015                           |  | G <sup>(3)</sup>               |   | 52,695  | D  | \$ 0 240,000 <sup>(4)</sup> D                         |
|  | 08/31/2015                           |  | G <sup>(3)</sup>               |   | 52,695  | A  | \$ 0 52,695 <sup>(5)</sup> I                          |

Common  
Stock, par  
value  
\$0.000001  
per share

See  
footnote  
(6)

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

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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) (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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                            |       |
|--|---------------|-----------|----------------------------|-------|
|  | Director      | 10% Owner | Officer                    | Other |
| Hirshberg Eric<br>C/O ACTIVISION PUBLISHING, INC.<br>3100 OCEAN PARK BOULEVARD<br>SANTA MONICA, CA 90405 |               |           | CEO, Activision Publishing |       |

## Signatures

/s/ Eric  
Hirshberg

09/02/2015

\*\*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).

## Edgar Filing: Activision Blizzard, Inc. - Form 4

- On August 31, 2015, 108,000 restricted stock units held by Mr. Hirshberg vested. Pursuant to the terms of his restricted stock unit award
- (1) agreement, the Company withheld 55,305 of the shares otherwise deliverable to him in order to satisfy the resulting tax withholding obligation.
  - (2) This reflects (a) 52,695 shares of the Company's common stock and (b) 240,000 restricted stock units with vesting tied to performance.
  - (3) Mr. Hirshberg transferred the shares delivered to him upon vesting of these restricted stock units to the Eric and Tara Hirshberg Revocable Trust.
  - (4) Following the transaction reported on this Form 4, Mr. Hirshberg directly holds 240,000 restricted stock units, all of which have vesting criteria tied to performance.
  - (5) Following the transactions reported on this Form 4, Mr. Hirshberg indirectly held (through the Eric and Tara Hirshberg Revocable Trust) 52,695 shares of the Company's common stock.
  - (6) These securities are held by the Eric and Tara Hirshberg Revocable 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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