

KUMAGAI LINDA  
Form 4  
November 02, 2004

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

OMB APPROVAL

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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 \*  
KUMAGAI LINDA

2. Issuer Name and Ticker or Trading Symbol  
ACTIVISION INC /NY [ATVI]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
C/O ACTIVISION, INC., 3100  
OCEAN PARK BLVD  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/29/2004

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP-Finance & Corp Controller

SANTA MONICA, CA 90405

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock, par value \$0.000001 per share	10/29/2004		M		5,423 A \$ 11.8667	6,098	D
Common Stock, par value \$0.000001 per share	10/29/2004		S		5,423 D \$ 14.25	675	D
Common Stock, par value \$0.000001 per share	10/29/2004		M		9,000 A \$ 12.2711	9,675	D

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value  
\$.000001  
per share

Common  
Stock, par

value	10/29/2004	S	9,000	D	\$ 14.25	675	D
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\$.000001  
per share

Common  
Stock, par

value	10/29/2004	M	7,500	A	\$ 10.48	8,175	D
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\$.000001  
per share

Common  
Stock, par

value	10/29/2004	S	7,500	D	\$ 14.28	675	D
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\$.000001  
per share

Common  
Stock, par

value	10/29/2004	M	2,500	A	\$ 10.48	3,175	D
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\$.000001  
per share

Common  
Stock, par

value	10/29/2004	S	2,500	D	\$ 14.25	675	D
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\$.000001  
per share

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.**

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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 Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number

Employee Stock Options	\$ 11.8667	10/29/2004	M	5,423	04/01/2004 <sup>(1)</sup>	06/23/2012	Common Stock	5,423
Employee Stock Options	\$ 12.2711	10/29/2004	M	9,000	10/01/2002 <sup>(2)</sup>	04/07/2012	Common Stock	9,000
Employee Stock Options	\$ 10.48	10/29/2004	M	10,000	12/01/2002 <sup>(3)</sup>	12/03/2011	Common Stock	10,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KUMAGAI LINDA C/O ACTIVISION, INC. 3100 OCEAN PARK BLVD SANTA MONICA, CA 90405			VP-Finance & Corp Controller	

## Signatures

/s/ Linda Kumagai  
 11/01/2004  
\*\*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) The option vested in whole on April 1, 2004.
- (2) The option vests in four equal semi-annual installments beginning on October 1, 2002.
- (3) The option vests in four equal annual installments beginning on December 1, 2002.

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.