

ACTIVISION INC /NY  
Form 4  
December 14, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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**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 \*  
ROSE GEORGE L

(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 INC /NY [ATVI]

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/12/2007

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 Legal 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 Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	

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	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4. Transaction	5. Number of Derivative	6. Date Exercisable and Expiration Date	7. Title and Amount Underlying Security
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Security (Instr. 3)	or Exercise Price of Derivative Security	any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year)	(Instr. 3 and 4)			
			Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Options	\$ 8.5781 <sup>(1)</sup>	12/12/2007	D		53,333	<sup>(2)</sup>	04/15/2014	Common Stock, par value \$0.0001 per share	53,333
Employee Stock Options	\$ 9.023 <sup>(1)</sup>	12/12/2007	A	53,333		<sup>(3)</sup>	04/15/2014	Common Stock, par value \$0.0001 per share	53,333
Employee Stock Options	\$ 3.38 <sup>(1)</sup>	12/12/2007	D		8,795	<sup>(4)</sup>	04/11/2013	Common Stock, par value \$0.0001 per share	8,795
Employee Stock Options	\$ 4.215 <sup>(1)</sup>	12/12/2007	A	8,795		<sup>(3)</sup>	04/11/2013	Common Stock, par value \$0.0001 per share	8,795
Employee Stock Options	\$ 6.9025 <sup>(1)</sup>	12/12/2007	D		48,000	<sup>(5)</sup>	04/08/2012	Common Stock, par value \$0.0001 per share	48,000
Employee Stock Options	\$ 7.508 <sup>(1)</sup>	12/12/2007	A	48,000		<sup>(3)</sup>	04/08/2012	Common Stock, par value \$0.0001 per share	48,000
Employee Stock Options	\$ 7.508 <sup>(1)</sup>	12/12/2007	D		19,734	<sup>(3)</sup>	04/08/2012	Common Stock, par value \$0.0001 per share	19,734

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

Director 10% Owner Officer Other

ROSE GEORGE L  
C/O ACTIVISION PUBLISHING, INC.  
3100 OCEAN PARK BOULEVARD  
SANTA MONICA, CA 90405

Chief Legal Officer

## Signatures

/s/ George L.  
Rose 12/14/2007

\_\_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).  
The transactions reported herein as acquisitions and dispositions reflect adjustments to exercise prices of options previously issued to the reporting person following the redetermination of measurement dates and exercise prices previously reported by Activision in its Form 10-K/A for the fiscal year ended March 31, 2005.
- (1) The option, which was granted on April 15, 2004, was exercisable in full as of April 15, 2007.  
As the original option (reported herein as a cancelled option) was exercisable in full on the date on which it was cancelled, the option as
- (3) amended (reported herein as an option issued in replacement thereof) was exercisable in full on the date of amendment (reported herein as the date of grant).
- (4) The option, which was granted on April 11, 2003, was exercisable in full as of April 1, 2006.
- (5) The option, which was granted on April 8, 2002, was exercisable in full as of April 1, 2004.

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.