

Activision Blizzard, Inc.  
Form 4  
January 05, 2016

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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)  
12/31/2015

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
CEO, Activision Publishing

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 | 12/31/2015                           |  | M                              |   | 350,000   | A  | \$ 11.88  |
| Common Stock, par value \$0.000001 per share | 12/31/2015                           |  | F <sup>(1)</sup>               |   | 233,996   | D  | \$ 38.71  |
|  | 12/31/2015                           |  | G <sup>(2)</sup>               |   | 116,004   | D  | \$ 0  |
|  |                                      |  |                                |   |   |  | 461,163 <sup>(3)</sup>                                |

Common  
Stock, par  
value  
\$0.000001  
per share

Common  
Stock, par  
value  
\$0.000001  
per share

12/31/2015

G<sup>(2)</sup>

116,004 A

\$ 0

168,699 <sup>(4)</sup>

I

See  
footnote.  
(5)

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 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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount  |
| Employee Stock Options                     | \$ 11.88   | 12/31/2015                           |  | M                              | 350,000   | <sup>(6)</sup> 11/08/2020 <sup>(7)</sup>                 | Common Stock, par value \$0.000001 per share 350,000          |

## 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

01/05/2016

    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 December 31, 2015, Mr. Hirshberg exercised options to purchase 350,000 shares of the Company's common stock. Pursuant to the
- (1) terms of his option award agreement, the Company withheld 233,996 of the shares otherwise deliverable to him in order to satisfy the aggregate exercise price for the options and the resulting tax withholding obligation.
  - (2) Mr. Hirshberg transferred the shares delivered to him upon exercise of these stock options to the Eric and Tara Hirshberg Revocable Trust.
  - (3) Following the transaction reported on this Form 4, Mr. Hirshberg directly held 461,163 restricted stock units, all of which have vesting criteria tied to performance.
  - (4) Following the transactions reported on this Form 4, Mr. Hirshberg indirectly held (through the Eric and Tara Hirshberg Revocable Trust) 168,699 shares of the Company's common stock.
  - (5) These securities are held by the Eric and Tara Hirshberg Revocable Trust.
  - (6) These options were fully vested as of August 31, 2015.
  - (7) Per the terms of Mr. Hirshberg's award agreement, these options were required to be exercised by December 31, 2015.

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.