

ACTIVISION INC /NY  
Form 4  
February 11, 2005

**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 BRYAN COVE LLP, 1290 AVENUE OF THE AMERICAS

(Street)

NEW YORK, NY 10104-3300

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
02/09/2005

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)  
Sr. Vice Pres & Gen. Counsel

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, par value \$0.000001 per share	02/09/2005		M		20,500	A	\$ 8
Common Stock, par value \$0.000001 per share	02/09/2005		M		12,378	A	\$ 6.0089
Common Stock, par value \$0.000001 per share	02/09/2005		M		40,500	A	\$ 6.1852
					20,500	D	
					32,878	D	
					73,378	D	

value  
\$.000001  
per share  
Common  
Stock, par  
value 02/09/2005  
\$.000001  
per share

S 73,378 D \$ 23.06 0 D

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Options	\$ 8	02/09/2005		M	20,500	<u>(1)</u> 11/20/2002	Common Stock 20,500
Employee Stock Option	\$ 6.0089	02/09/2005		M	12,378	<u>(2)</u> 04/11/2013	Common Stock 12,378
Employee Stock Options	\$ 6.1852	02/09/2005		M	40,500	<u>(3)</u> 04/04/2011	Common Stock 40,500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROSE GEORGE L C/O BRYAN COVE LLP 1290 AVENUE OF THE AMERICAS NEW YORK, NY 10104-3300			Sr. Vice Pres & Gen. Counsel	

## Signatures

/s/ George L.  
Rose

02/11/2005

\_\_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) 45,000 of the options have vested. The balance will vest in two equal annual installments on 11/20/05 and 11/20/06.
  - (2) One half of the option vests in three equal annual installments beginning on April 1, 2004. The second half of the option will vest on April 1, 2009, however, the second half of the option may vest on an accelerated basis if certain earning and other financial goals are met.
  - (3) The options vested in four equal installments on each of 10/1/00, 4/1/01, 10/1/01 and 4/1/02.

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