

ACTIVISION INC /NY  
Form 4  
February 11, 2005

**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 \*  
**KELLY BRIAN G**

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 BOULEVARD**  
  
(Street)

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

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Co-Chairman

**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 Beneficial Ownership (Instr. 4)
Common Stock, par value \$0.000001 per share	02/09/2005		M <sup>(3)</sup>	101,925 A	\$ 3,8519 101,925	I	See <sup>(1)</sup>
Common Stock, par value \$0.000001 per share	02/09/2005		M <sup>(3)</sup>	33,750 A	\$ 3,1289 135,675	I	See <sup>(1)</sup>
Common Stock, par value \$0.000001 per share	02/09/2005		M <sup>(3)</sup>	43,272 A	\$ 3,2741 178,947	I	See <sup>(1)</sup>

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value \$.000001 per share Common Stock, par value	02/09/2005	M <sup>(3)</sup>	16,875	A	\$ 3.1289	195,822	I	See <sup>(1)</sup>
\$.000001 per share Common Stock, par value	02/09/2005	M <sup>(3)</sup>	1,335,116	A	\$ 3.1111	1,530,938	I	See <sup>(1)</sup>
\$.000001 per share Common Stock, par value	02/09/2005	M <sup>(3)</sup>	66,261	A	\$ 3.037	1,597,199	I	See <sup>(1)</sup>
\$.000001 per share Common Stock, par value	02/09/2005	M <sup>(3)</sup>	902,801	A	\$ 1.8148	2,500,000	I	See <sup>(1)</sup>
\$.000001 per share Common Stock, par value	02/09/2005	S <sup>(3)</sup>	2,500,000	D	\$ 23.06	0	I	See <sup>(1)</sup>

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 of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount
	\$ 3.8519	02/09/2005		M <sup>(4)</sup>	101,925	<sup>(5)</sup>	04/01/2006		101

Employee Stock Options	Exercise Price	Grant Date	Underlying	Expiration Date	Common Stock	Quantity
Employee Stock Options	\$ 3.1289	02/09/2005	M <sup>(4)</sup>	12/20/2006	Common Stock	33,750
Employee Stock Options	\$ 3.2741	02/09/2005	M <sup>(4)</sup>	07/17/2006	Common Stock	43,272
Employee Stock Options	\$ 3.1289	02/09/2005	M <sup>(4)</sup>	12/20/2006	Common Stock	16,875
Employee Stock Options	\$ 3.1111	02/09/2005	M <sup>(4)</sup>	03/23/2009	Common Stock	1,335,116
Employee Stock Options	\$ 3.037	02/09/2005	M <sup>(4)</sup>	04/30/2009	Common Stock	66,261
Employee Stock Options	\$ 1.8148	02/09/2005	M <sup>(4)</sup>	05/22/2010	Common Stock	902,801

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KELLY BRIAN G C/O ACTIVISION, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405	X		Co-Chairman	

## Signatures

/s/ George L. Rose (as Attorney-In-Fact) 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) Represents Common Stock acquired/disposed by Ocean Front LLC, of which the reporting person is a member. Reporting person is the direct beneficial owner of 853,056 shares of Common Stock and an indirect beneficial owner of 63,249 shares of common stock by virtue of his being a member of Delmonte Investments LLC.
  - (2) Represents options to buy Common Stock held by Ocean Front LLC, of which the reporting person is a member.
  - (3) Acquisition/Disposition of shares by Ocean Front LLC, of which the reporting person is a member.

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- Exercise of options to purchase Common Stock by Ocean Front LLC, of which the reporting person is a member. These options were originally issued to the reporting person and subsequently transferred to Ocean Front LLC, and therefore the form of ownership of these options changed from direct to indirect. In accordance with Rule 16a-13, changes in the form of ownership are not required to be reported in a Form 4 or Form 5.
- (4) The options vested on 4/1/96.
  - (5) The options vested on 12/20/96.
  - (6) The options vested on 4/1/96.
  - (7) The options vested in five equal installments beginning on 3/23/99.
  - (8) The options vested on 4/30/99.
  - (9) The options vested as to 375,000 shares on 5/22/00 and vest as to the remaining 1,125,000 shares in 36 equal monthly installments beginning 6/22/00.

### **Remarks:**

George L. Rose was granted a power of attorney to sign all Forms 4 and Forms 5 on behalf of Mr. Kelly.

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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