

Activision Blizzard, Inc.  
Form 4  
August 06, 2008

**FORM 4**

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

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

## OMB APPROVAL

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Tippl Thomas

(Last) (First) (Middle)

C/O ACTIVISION BLIZZARD,  
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)  
08/04/2008

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 \_\_\_\_ Other (specify  
below) below)

Chief Financial 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 Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price			
Common Stock, par value \$0.000001 per share	08/04/2008		M		60,000	A	\$ 13.61	156,712	I	See footnote <u>(1)</u>
Common Stock, par value \$0.000001 per share	08/04/2008		M		284,444	A	\$ 15.21	441,156	I	See footnote <u>(1)</u>
	08/04/2008		S		344,444	D	\$ 34.1	96,712 <sup>(2)</sup>	I	

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Common  
Stock, par  
value  
\$0.000001  
per share

See  
footnote  
(1)

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 Number Shares
Employee Stock Option	\$ 13.61	08/04/2008		M	60,000	(3) 04/21/2016	Common Stock, par value \$0.000001 per share 60,000
Employee Stock Option	\$ 15.21	08/04/2008		M	284,444	(4) 10/03/2015	Common Stock, par value \$0.000001 per share 284,444

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Tippl Thomas C/O ACTIVISION BLIZZARD, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405	Chief Financial Officer

## Signatures

/s/ Thomas  
Tippl

08/06/2008

\_\_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) Held by the Thomas and Laura Tippl Family Trust.

(2) Following the transactions reported on this Form 4, Mr. Tippl (through the Thomas and Laura Family Trust) holds 96,712 restricted shares of the Company's common stock.

One-fourth of the grant of options to purchase 100,000 shares of the Company's common stock vested on May 15, 2007 following the Company's satisfaction of corporate operating income targets established by the Compensation Committee of the Board of Directors for the year ended March 31, 2007 and 35% of the grant vested on May 15, 2008 following the Company's satisfaction of corporate operating income targets established by the Compensation Committee of the Board of Directors for the year ended March 31, 2008. The remaining options will vest in full on April 1, 2010.

(3) This option to purchase 800,000 shares of the Company's common stock consists of three tranches. A tranche consisting of options to purchase 266,666 shares will vest in full on October 3, 2010. One-fifth of a tranche to purchase 266,667 vested on each of October 3, 2006 and 2007 and the remaining options will vest in equal installments on each of October 3, 2008, 2009 and 2010. One-third of a tranche to purchase 266,667 shares vested on each of May 15, 2007 and May 15, 2008, respectively, following the Company's satisfaction of corporate operating income targets established by the Compensation Committee of the Board of Directors for the fiscal years ended March 31, 2007 and March 31, 2008, and the remaining options in that tranche will vest in full on October 3, 2010 (subject to possible earlier acceleration of one-third of the tranche in connection with the Company's satisfaction of corporate operating income targets for the Company's fiscal year 2009).

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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