

Activision Blizzard, Inc.

Form 4

August 07, 2013

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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(Print or Type Responses)

1. Name and Address of Reporting Person *
Wereb Stephen G

(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)
08/05/2013

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)
Principal Accounting 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)
Common Stock, par value \$0.000001 per share	08/05/2013		S	30,478	D	\$ 17.7458 (1)	83,421 D
Common Stock, par value \$0.000001 per share	08/05/2013		S	14,564	D	\$ 17.7306 (2)	68,857 D
	08/07/2013		M	103,334	A	\$ 11.88	172,191 D

Common
Stock, par
value
\$0.000001
per share

Common
Stock, par
value
\$0.000001
per share

08/07/2013	S	103,334	D	\$ <u>(3)</u> 17.4648	68,857	D
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Common
Stock, par
value
\$0.000001
per share

08/07/2013	M	20,000	A	\$ 10.375	88,857	D
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Common
Stock, par
value
\$0.000001
per share

08/07/2013	S	20,000	D	\$ <u>(3)</u> 17.4648	68,857	D
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Common
Stock, par
value
\$0.000001
per share

08/07/2013	M	17,500	A	\$ 10.47	86,357	D
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Common
Stock, par
value
\$0.000001
per share

08/07/2013	S	17,500	D	\$ <u>(3)</u> 17.4648	68,857 <u>(4)</u>	D
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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 Number

							Common Stock, par value \$0.000001 per share	Shares
Employee Stock Options	\$ 11.88	08/07/2013	M	103,334	(5)	11/08/2020		103,3
Employee Stock Options	\$ 10.375	08/07/2013	M	20,000	(6)	11/15/2017	Common Stock, par value \$0.000001 per share	20,00
Employee Stock Options	\$ 10.47	08/07/2013	M	17,500	(7)	11/17/2018	Common Stock, par value \$0.000001 per share	17,50

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Wereb Stephen G C/O ACTIVISION PUBLISHING, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405			Principal Accounting Officer	

Signatures

/s/ Stephen G.
Wereb 08/07/2013

**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 price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$17.73 to \$17.76 per share. Mr. (1) Wereb has provided the Company, and upon request, will provide any security holder of the Company or the SEC staff, with information regarding the number of shares sold at each price within that range.

The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$17.73 to \$17.731 per share. (2) Mr. Wereb has provided the Company, and upon request, will provide any security holder of the Company or the SEC staff, with information regarding the number of shares sold at each price within that range.

The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$17.38 to \$17.62 per share. Mr. (3) Wereb has provided the Company, and upon request, will provide any security holder of the Company or the SEC staff, with information regarding the number of shares sold at each price within that range.

(4) Following the transactions reported on this Form 4, Mr. Wereb held 68,857 restricted stock units, each representing the right to receive one share of the Company's common stock.

(5)

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One-half of these exercised options to purchase shares of the Company's common stock vested, and were exercisable, on each of June 29, 2012 and June 29, 2013. The remaining 51,666 options in the grant vest on June 29, 2014.

(6) These options to purchase shares of the Company's common stock were exercisable in full as of November 15, 2010.

(7) These options to purchase shares of the Company's common stock were exercisable in full as of November 17, 2011.

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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