

Activision Blizzard, Inc.  
Form 4  
August 13, 2013

**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 \*  
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)  
08/09/2013

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)  
Chief Operating Officer

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 (D) Price			
Common Stock, par value \$0.000001 per share	08/09/2013		M	427,054 A \$ 7.605	1,081,946	I	See footnote. (1)
Common Stock, par value \$0.000001 per share	08/09/2013		S	427,054 D \$ 17.3185 (2)	654,892	I	See footnote. (1)
	08/12/2013		M	154,473 A \$ 7.605	809,365	I	

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Common Stock, par value \$0.000001 per share								See footnote. <u>(1)</u>
Common Stock, par value \$0.000001 per share	08/12/2013	S	154,473	D	\$ 17.2155 <u>(3)</u>	654,892	I	See footnote. <u>(1)</u>
Common Stock, par value \$0.000001 per share	08/13/2013	M	176,078	A	\$ 7.605	830,970	I	See footnote. <u>(1)</u>
Common Stock, par value \$0.000001 per share	08/13/2013	S	176,078	D	\$ 17.26 <u>(4)</u>	654,892	I	See footnote. <u>(1)</u>
Common Stock, par value \$0.000001 per share	08/13/2013	M	80,000	A	\$ 6.805	734,892	I	See footnote. <u>(1)</u>
Common Stock, par value \$0.000001 per share	08/13/2013	S	80,000	D	\$ 17.26 <u>(4)</u>	654,892	I	See footnote. <u>(1)</u>
Common Stock, par value \$0.000001 per share	08/13/2013	S	481,142	D	\$ 17.26 <u>(4)</u>	173,750 <u>(5)</u>	I	See footnote. <u>(1)</u>

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Option	\$ 7.605	08/09/2013	M	427,054					(6)	10/03/2015	Common Stock, par value \$0.000001 per share	427,054
Employee Stock Option	\$ 7.605	08/12/2013	M	154,473					(6)	10/03/2015	Common Stock, par value \$0.000001 per share	154,473
Employee Stock Option	\$ 7.605	08/13/2013	M	176,078					(6)	10/03/2015	Common Stock, par value \$0.000001 per share	176,078
Employee Stock Option	\$ 6.805	08/13/2013	M	80,000					(7)	04/21/2016	Common Stock, par value \$0.000001 per share	80,000

## 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 Operating Officer	

## Signatures

/s/ Thomas  
Tippl

08/13/2013

\*\*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).
- (1) These securities are held by the Thomas and Laura Tippl Family Trust.

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The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$17.30 to \$17.43 per share. Mr.

- (2) Tippl 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 \$17.20 to \$17.29 per share. Mr.

- (3) Tippl 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 \$17.20 to \$17.38 per share. Mr.

- (4) Tippl 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.

Following the transactions reported on this Form 4, Mr. Tippl (through the Thomas and Laura Tippl Family Trust) held (a) 30,000

- (5) restricted shares of the Company's common stock, (b) 87,500 restricted stock units, each representing the right to receive a share of the Company's common stock, and (c) 56,250 performance-based restricted shares of the Company's common stock.

- (6) These options to purchase shares of the Company's common stock were exercisable in full as of October 3, 2010.

- (7) These options to purchase shares of the Company's common stock were exercisable in full as of April 1, 2010.

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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