

Activision Blizzard, Inc.  
Form 4  
February 12, 2014

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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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 \*  
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)  
02/10/2014

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)
			Code	V	Amount	(D)	Price
Common Stock, par value \$0.000001 per share	02/10/2014		S		6,551	D	\$ 19.25
					65,033	D	
Common Stock, par value \$0.000001 per share	02/10/2014		M		110,000	A	\$ 16.99
					175,033	D	
	02/10/2014		S		110,000	D	
					65,033	D	

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Common Stock, par value \$0.000001 per share						\$ 19.1168 <u>(1)</u>		
Common Stock, par value \$0.000001 per share	02/10/2014		M	13,000	A	\$ 11.88	78,033	D
Common Stock, par value \$0.000001 per share	02/10/2014		S	13,000	D	\$ 19.1168 <u>(1)</u>	65,033	D
Common Stock, par value \$0.000001 per share	02/10/2014		M	20,000	A	\$ 11.54	85,033	D
Common Stock, par value \$0.000001 per share	02/10/2014		S	20,000	D	\$ 19.1168 <u>(1)</u>	65,033 <u>(2)</u>	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 Number Shares
Employee Stock Options	\$ 16.99	02/10/2014		M	110,000	<u>(3)</u>	08/22/2018	Common Stock, par value \$0.000001	110,000

								per share	
Employee Stock Options	\$ 11.88	02/10/2014	M	13,000	(4)	11/08/2020	Common Stock, par value	\$0.000001	13,000
							per share		
Employee Stock Options	\$ 11.54	02/10/2014	M	20,000	(5)	11/09/2019	Common Stock, par value	\$0.000001	20,000
							per share		

## 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  
 02/12/2014  
 \*\*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 \$19.00 to \$19.27 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.
  - (2) Following the transactions reported on this Form 4, Mr. Wereb held 65,033 restricted stock units, each representing the right to receive one share of the Company's common stock.
  - (3) These options were exercisable in full as of July 1, 2011.
  - (4) These options were exercisable in full as of November 8, 2013.
  - (5) These options were exercisable in full as of November 9, 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.