

ACTIVISION INC /NY

Form 4

February 11, 2005

**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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Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KOTICK ROBERT A**

(Last) (First) (Middle)

**C/O ACTIVISION, INC., 3100  
OCEAN PARK BOULEVARD**

(Street)

**SANTA MONICA, CA 90405**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**ACTIVISION INC /NY [ATVI]**

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

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)

Chairman &amp; Chief Exec 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)
Common Stock, par value \$.000001 per share	02/09/2005		M <sup>(5)</sup>	462,378	A \$ 4.0178	462,378	I See <sup>(1)</sup>
Common Stock, par value \$.000001 per share	02/09/2005		M <sup>(5)</sup>	5,625	A \$ 3.8519	468,003	I See <sup>(1)</sup>
Common Stock, par	02/09/2005		M <sup>(5)</sup>	619,878	A \$ 5.0193	1,087,881	I See <sup>(1)</sup>

value  
\$.000001  
per share

Common  
Stock, par

value 02/09/2005

M<sup>(5)</sup>

619,874 A

\$  
6.2756

1,707,755

I

See <sup>(1)</sup>

\$.000001  
per share

Common  
Stock, par

value 02/09/2005

S<sup>(5)</sup>

1,707,755

D

\$ 23.06 0

I

See <sup>(1)</sup>

\$.000001  
per share

Common  
Stock, par

value 02/09/2005

M<sup>(6)</sup>

840,807 A

\$  
1.8148

840,807

I

See <sup>(2)</sup>

\$.000001  
per share

Common  
Stock, par

value 02/09/2005

S<sup>(6)</sup>

840,807

D

\$ 23.06 0

I

See <sup>(2)</sup>

\$.000001  
per share

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.**

SEC 1474  
(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 Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Options	\$ 4.0178	02/09/2005		M <sup>(3)</sup>		462,378		07/21/1995	07/21/2005	Common Stock	462,378
Employee Stock	\$ 3.8519	02/09/2005		M <sup>(3)</sup>		5,625		04/01/1996	04/01/2006	Common Stock	5,625

## Options

## Employee

Stock	\$ 5.0193	02/09/2005	M <sup>(3)</sup>	619,878	07/21/1995	07/21/2005	Common Stock	619,8
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## Options

## Employee

Stock	\$ 6.2756	02/09/2005	M <sup>(3)</sup>	619,874	07/21/1995	07/21/2005	Common Stock	619,8
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## Options

## Employee

Stock	\$ 1.8148	02/09/2005	M <sup>(4)</sup>	840,807	05/22/2000	05/22/2010	Common Stock	840,8
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## Options

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KOTICK ROBERT A C/O ACTIVISION, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405	X		Chairman & Chief Exec Officer	

## 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).

Represents Common Stock acquired/disposed by KAG Holdings LLC, of which the reporting person is a member. Reporting Person is  
(1) the direct beneficial owner of 2,859,684 shares of Common Stock and is an indirect beneficial owner of 63,249 shares of Common Stock by virtue of his being a member of Delmonte Investments LLC.

(2) Represents Common Stock acquired/disposed by 45121G Trust, in which the reporting person has a pecuniary interest.

Exercise of options to purchase Common Stock by KAG Holdings LLC, of which the reporting person is a member. These options were originally issued to the reporting person and subsequently transferred to KAG Holdings LLC, and therefore the form of ownership of  
(3) 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.

Exercise of options to purchase Common Stock by 45121G Trust, in which the reporting person has a pecuniary interest. These options were held by 1011 Partners, LLC and subsequently transferred to the Reporting Person, who subsequently transferred them to 45121G Trust, and therefore the form of ownership of these options changed from indirect to 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)

(5) Acquisition/Disposition of shares by KAG Holdings LLC, of which the reporting person is a member.

(6) Acquisition/Disposition of shares by 45121G Trust, in which the reporting person has a pecuniary interest.

(7) Represents options to buy Common Stock held by KAG Holdings LLC, of which the reporting person is a member.

(8) Represents options to buy Common Stock held by 45121G Trust, in which the reporting person has a pecuniary interest.

**Remarks:**

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

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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