

ACTIVISION INC /NY  
Form 4  
February 11, 2005

**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 \*  
**ROWE MICHAEL J**

(Last) (First) (Middle)  
**C/O ACTIVISION, INC., 3100  
OCEAN PARK BLVD**  
  
(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)  
Ex. VP, Human Resources

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	(A) or (D)	Price
Common Stock, par value \$0.000001 per share	02/09/2005		M		90,000	A	\$ 12.1822
Common Stock, par value \$0.000001 per share	02/09/2005		M		3,864	A	\$ 11.8667
Common Stock, par value \$0.000001 per share	02/09/2005		M		20,630	A	\$ 6.0089
Common Stock, par value \$0.000001 per share	02/09/2005		M		96,750	D	
Common Stock, par value \$0.000001 per share	02/09/2005		M		100,614	D	
Common Stock, par value \$0.000001 per share	02/09/2005		M		121,244	D	

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value  
\$.000001  
per share

Common  
Stock, par

value 02/09/2005 M 28,125 A \$ 6.1852 149,369 D

\$.000001  
per share

Common  
Stock, par

value 02/09/2005 S 142,619 D \$ 23.06 6,750 D

\$.000001  
per share

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 or Number of Shares
Employee Stock Options	\$ 12.1822	02/09/2005		M	90,000	<u>(1)</u> 03/25/2012	Common Stock 90,000
Employee Stock Options	\$ 11.8667	02/09/2005		M	3,864	06/24/2002 06/24/2012	Common Stock 3,864
Employee Stock Options	\$ 6.0089	02/09/2005		M	20,630	<u>(2)</u> 04/11/2013	Common Stock 20,630
Common Stock	\$ 6.1852	02/09/2005		M	28,125	<u>(3)</u> 04/04/2011	Common Stock 28,125

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROWE MICHAEL J C/O ACTIVISION, INC. 3100 OCEAN PARK BLVD SANTA MONICA, CA 90405			Ex. VP, Human Resources	

## Signatures

/s/ Michael J.

Rowe

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).
- (1) Options to purchase 90,000 shares of Common Stock have vested. The balance will vest in two equal installments on 4/1/05 and 4/1/06.
  - (2) One half of the option vests in three equal annual installments beginning on April 1, 2004. The second half of the option will vest on April 1, 2009, however, the second half of the option may vest on an accelerated basis if certain earning and other financial goals are met.
  - (3) The options vested in four equal installment on each of 10/1/01, 4/1/02, 10/1/02 and 4/1/03, except that the third and fourth installments may have vested on an accelerated basis if the issuer achieved certain earnings goals.

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.