

Activision Blizzard, Inc.  
Form 4  
February 25, 2014

**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 \*  
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)  
02/21/2014

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)  
Principal Accounting 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)	
				(A) or (D)	Price			
				Code	V	Amount		
Common Stock, par value \$0.000001 per share	02/21/2014		M	9,839	A	\$ 12.98	74,872	D
Common Stock, par value \$0.000001 per share	02/21/2014		S	9,839	D	\$ 19.756	65,033	D
	02/21/2014		M	5,689	A	\$ 10.66	70,722	D

Common  
Stock, par  
value  
\$0.000001  
per share

Common Stock, par value	02/21/2014	S	5,689	D	\$ 19.756	65,033 <sup>(2)</sup>	D
\$0.000001 per share					<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 (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	\$ 12.98	02/21/2014		M	9,839	<sup>(3)</sup> 11/10/2021	Common Stock, par value \$0.000001 per share 9,839
Employee Stock Options	\$ 10.66	02/21/2014		M	5,689	<sup>(5)</sup> 11/09/2022	Common Stock, par value \$0.000001 per share 5,689

## 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.                      02/25/2014  
Wereb

\_\_Signature of                      Date  
Reporting Person

## 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 \$19.74 to \$19.7601 per share.
- (1) 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.
  - (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) All of the exercised options to purchase shares of the Company's common stock were exercisable as of November 10, 2013.
  - (4) The remaining options vest on November 10, 2014.
  - (5) All of the exercised options to purchase shares of the Company's common stock were exercisable as of November 9, 2013.
  - (6) One-half of the remaining options vest on each of November 9, 2014 and 2015.

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.