

Activision Blizzard, Inc.

Form 4

November 18, 2016

**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

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**ZACCONI RICCARDO**

(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)  
**11/16/2016**

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)  
Chief Executive Officer, King

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<br>Security<br>(Instr. 3)                    | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|----------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 11/16/2016                              |                                                             | F(1)                                    | 796                                                                     | D \$ 38.97 69,583                                                                                                  | D                                                                       |                                                                   |
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 11/16/2016                              |                                                             | F(2)                                    | 2,512                                                                   | D \$ 38.97 67,071                                                                                                  | D                                                                       |                                                                   |
|                                                          | 11/17/2016                              |                                                             | S                                       | 2,832                                                                   | D 64,239                                                                                                           | D                                                                       |                                                                   |

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|                                                          |            |   |        |   |                      |            |   |
|----------------------------------------------------------|------------|---|--------|---|----------------------|------------|---|
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share |            |   |        |   | \$<br>40.1225        |            |   |
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 11/17/2016 | S | 897    | D | \$<br>40.1225        | 63,342     | D |
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 11/17/2016 | M | 16,032 | A | \$ 26.41             | 79,374     | D |
| Common<br>Stock, par<br>value<br>\$0.000001<br>per share | 11/17/2016 | S | 16,032 | D | \$<br>40.0831<br>(3) | 63,342 (4) | D |

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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                                                          |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V (A) (D)                                                                                                    | Date<br>Exercisable                                            | Expiration<br>Date                                                  |                                                          |
|                                                     |                                                                       |                                         |                                                             |                                         |                                                                                                              |                                                                | Title                                                               |                                                          |
| Employee<br>Stock<br>Options                        | \$ 26.41                                                              | 11/17/2016                              |                                                             | M                                       | 16,032                                                                                                       | (5)                                                            | 02/15/2025                                                          | Common<br>Stock, par<br>value<br>\$0.000001<br>per share |
|                                                     |                                                                       |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                     | Amount<br>or<br>Number<br>of Shares                      |
|                                                     |                                                                       |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                     | 16,032                                                   |

## Reporting Owners

| Reporting Owner Name / Address                                                                           | Relationships |           |                               |       |
|----------------------------------------------------------------------------------------------------------|---------------|-----------|-------------------------------|-------|
|                                                                                                          | Director      | 10% Owner | Officer                       | Other |
| ZACCONI RICCARDO<br>C/O ACTIVISION BLIZZARD, INC.<br>3100 OCEAN PARK BOULEVARD<br>SANTA MONICA, CA 90405 |               |           | Chief Executive Officer, King |       |

## Signatures

/s/ Riccardo  
Zacconi

11/18/2016

\*\*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).

On November 16, 2016, 1,693 restricted share units held by Mr. Zacconi vested. As allowed under the terms of his restricted share unit agreement, the Company withheld 796 of the shares otherwise deliverable to him in order to satisfy the resulting tax withholding obligation.

On November 16, 2016, 5,344 restricted share units held by Mr. Zacconi vested. As allowed under the terms of his restricted share unit agreement, the Company withheld 2,512 of the shares otherwise deliverable to him in order to satisfy the resulting tax withholding obligation.

The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$40.08 to \$40.10 per share. Mr. Zacconi has provided to 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. Zacconi held 63,342 restricted share units, each representing the right to receive a share of the Company's common stock

The exercised options vested on November 16, 2016. The remaining options will be fully vested on February 16, 2019.

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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