

Activision Blizzard, Inc.  
Form 4  
September 14, 2010

**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 \*  
ROSE GEORGE L

(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)  
09/10/2010

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)  
Chief Public Policy 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)
			Code	V	Amount	(A) or (D)	Price
Common Stock, par value \$0.000001 per share	09/10/2010		M		10,602	A	\$ 3.3375
Common Stock, par value \$0.000001 per share	09/10/2010		S		10,602	D	\$ 11.1368
	09/10/2010		M		56,532	A	\$ 3.754

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Common  
Stock, par  
value  
\$0.000001  
per share

Common  
Stock, par  
value  
\$0.000001  
per share

09/10/2010	S	56,532	D	\$ 11.1368 <u>(1)</u>	76,892	D
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Common  
Stock, par  
value  
\$0.000001  
per share

09/10/2010	M	34,702	A	\$ 2.25	111,594	D
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Common  
Stock, par  
value  
\$0.000001  
per share

09/10/2010	S	34,702	D	\$ 11.1368 <u>(1)</u>	76,892	D
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Common  
Stock, par  
value  
\$0.000001  
per share

09/13/2010	M	106,666	A	\$ 4.5115	183,558	D
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Common  
Stock, par  
value  
\$0.000001  
per share

09/13/2010	S	106,666	D	\$ 11.164 <u>(2)</u>	76,892	D
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Common  
Stock, par  
value  
\$0.000001  
per share

09/14/2010	S	20,000	D	\$ 11.3082 <u>(3)</u>	56,892 <sup>(4)</sup>	D
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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.**

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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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Options	\$ 3.3375	09/10/2010	M	10,602					<u>(5)</u>	06/24/2012	Common Stock, par value \$0.000001 per share	10,602
Employee Stock Options	\$ 3.754	09/10/2010	M	56,532					<u>(5)</u>	04/08/2012	Common Stock, par value \$0.000001 per share	56,532
Employee Stock Options	\$ 2.25	09/10/2010	M	34,702					<u>(6)</u>	11/20/2012	Common Stock, par value \$0.000001 per share	34,702
Employee Stock Options	\$ 4.5115	09/13/2010	M	106,666					<u>(7)</u>	04/15/2014	Common Stock, par value \$0.000001 per share	106,666

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROSE GEORGE L C/O ACTIVISION BLIZZARD, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405			Chief Public Policy Officer	

## Signatures

/s/ George L. Rose                      09/14/2010

\*\*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)

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The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$11.12 to \$11.15 per share. Mr. Rose has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff information regarding the number of shares sold at each price within that range.

The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$11.15 to \$11.17 per share. Mr. Rose has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff information regarding the number of shares sold at each price within that range.

- (2) The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$11.29 to \$11.325 per share. Mr. Rose has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff information regarding the number of shares sold at each price within that range.
- (3) Following the transactions reported on this Form 4, Mr. Rose held (a) 11,892 shares of the Company's common stock and (b) 45,000 restricted stock units representing the right to receive the Company's common stock.
- (4) These options to purchase shares of the Company's common stock were exercisable in full as of April 1, 2004.
- (5) These options to purchase shares of the Company's common stock were exercisable in full as of November 1, 2006.
- (6) These options to purchase shares of the Company's common stock were exercisable in full as of April 15, 2007.

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.