

ELECTRONIC ARTS INC.
Form 4
February 24, 2016

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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 *
TOLEDANO GABRIELLE B

(Last) (First) (Middle)

209 REDWOOD SHORES PARKWAY

(Street)

REDWOOD CITY, CA 94065

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ELECTRONIC ARTS INC. [EA]

3. Date of Earliest Transaction (Month/Day/Year)
02/22/2016

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)
EVP, Chief Talent 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	02/22/2016		S	920 ⁽¹⁾	D	\$ 60.7626	71,560	D
						⁽²⁾		
Common Stock	02/22/2016		S	800 ⁽¹⁾	D	\$ 61.5212	70,760	D
						⁽³⁾		
Common Stock	02/22/2016		S	2,051 ⁽¹⁾	D	\$ 62.7013	68,709	D
						⁽⁴⁾		
Common Stock	02/22/2016		S	229 ⁽¹⁾	D	\$ 63.2508	68,480	D

(5)

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 of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	---

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TOLEDANO GABRIELLE B 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065			EVP, Chief Talent Officer	

Signatures

By: Deborah Berenjfoorosh, Attorney-in-Fact For: Gabrielle B. Toledano
Date: 02/24/2016

**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).
- (1) This sale was effected pursuant to a 10b5-1 trading plan established by Ms. Toledano on May 18, 2015.
Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$60.13 to \$61.09. The Company undertakes to provide to the Staff of the S.E.C., or a security holder full information regarding the number of shares purchased or sold at each separate price.
 - (2) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$61.16 to \$61.9324. The Company undertakes to provide to the Staff of the S.E.C., or a security holder full information regarding the number of shares purchased or sold at

Edgar Filing: ELECTRONIC ARTS INC. - Form 4

each separate price.

(4) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$62.20 to \$63.18. The Company undertakes to provide to the Staff of the S.E.C., or a security holder full information regarding the number of shares purchased or sold at each separate price.

(5) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$63.20 to \$63.28. The Company undertakes to provide to the Staff of the S.E.C., or a security holder full information regarding the number of shares purchased or sold at each separate price.

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.