

# **ACTIVISION BLIZZARD, INC.**

Reported by  
**ZACCONI RICCARDO**

## **FORM 4**

(Statement of Changes in Beneficial Ownership)

Filed 08/18/17 for the Period Ending 08/16/17

Address	3100 OCEAN PARK BLVD SANTA MONICA, CA 90405
Telephone	3102552000
CIK	0000718877
Symbol	ATVI
SIC Code	7372 - Prepackaged Software
Industry	Internet Services
Sector	Technology
Fiscal Year	12/31

# FORM 4

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

OMB APPROVAL  
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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 or  
Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *		2. Issuer Name and Ticker or Trading Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
<b>ZACCONI RICCARDO</b>		<b>Activision Blizzard, Inc. [ ATVI ]</b>		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> <b>X</b> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>Chief Executive Officer, King</b>	
(Last) (First) (Middle)		3. Date of Earliest Transaction (MM/DD/YYYY)			
<b>C/O ACTIVISION BLIZZARD, INC., 3100 OCEAN PARK BOULEVARD</b>		<b>8/16/2017</b>			
(Street)		4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)	
<b>SANTA MONICA, CA 90405</b>				<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)					

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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	8/16/2017		F (1)		796	D	\$62.89	48472	D	
Common Stock, par value \$0.000001 per share	8/16/2017		F (2)		2512	D	\$62.89	45960	D	
Common Stock, par value \$0.000001 per share	8/18/2017		M		16032	A	\$26.41	61992	D	
Common Stock, par value \$0.000001 per share	8/18/2017		S		16032	D	\$61.3144 (3)	45960	D	
Common Stock, par value \$0.000001 per share	8/18/2017		S		3729	D	\$61.3481 (4)	42231 (5)	D	

**Table II - Derivative Securities Beneficially Owned ( e.g. , puts, calls, warrants, options, convertible securities)**

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Options	\$26.41	8/18/2017		M		16032		(6)	2/15/2025	Common Stock, par value \$0.000001 per share	16032	\$0	96200	D	

### Explanation of Responses:

- On August 16, 2017, 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 August 16, 2017, 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 \$61.05 to \$61.56 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.
- The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$61.20 to \$61.55 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 42,231 restricted share units, each representing the right to receive a share of the Company's common stock.
- The exercised options vested on August 16, 2017. The remaining options will be fully vested on February 16, 2019.

**Remarks:**

\*\*\*Jeffrey A. Brown has been granted power-of-attorney to make all Section 16 filings with respect to the Company's securities on behalf of Mr. Zacconi.

**Reporting Owners**

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

**Signatures**

/s/ Jeffrey A. Brown, as attorney-in-fact for Riccardo Zacconi

8/18/2017

—Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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.

POWER OF ATTORNEY

Know all by these presents, that the undersigned hereby constitutes and appoints each of Jeffrey A. Brown, Christopher B.

Walther, and Thomas Tippl, signing singly, the undersigned's true and lawful

attorney-in-fact to:

1. execute for and on behalf of the undersigned, in the undersigned's capacity as an officer or director of Activision Blizzard, Inc. (the "Company"), Forms 3, 4, and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;
2. do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 3, 4, or 5, complete and execute any amendment or amendments thereto, and timely file such form with the United States Securities and Exchange Commission and any stock exchange or similar authority; and
3. take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact full power

and  
authority to do and perform any  
and every act and thing whatsoever requisite, necessary, or proper to be  
done  
in the exercise of any of the  
rights and powers herein granted, as fully to all intents and purposes as  
the  
undersigned might or could do if  
personally present, with full power of substitution or revocation, hereby  
ratifying and confirming all that such  
attorney-in-fact, or such attorney-in-fact's substitute or substitutes,  
shall  
lawfully do or cause to be done by  
virtue of this power of attorney and the rights and powers herein  
granted.

The undersigned acknowledges  
that the foregoing attorneys-in-fact, in serving in such capacity at the  
request of the undersigned, are not  
assuming, nor is the Company assuming, any of the undersigned's  
responsibilities to comply with Section 16  
of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the  
undersigned is no longer required to file  
Forms 3, 4, and 5 with respect to the undersigned's holdings of and  
transactions in securities issued by the  
Company, unless earlier revoked by the undersigned in a signed writing  
delivered to the foregoing attorneys-  
in-fact.

IN WITNESS WHEREOF, the undersigned has caused this power of attorney to  
be  
executed as of this 11th  
day of February, 2016.

/s/ Riccardo Zacconi \_\_\_\_\_

Riccardo Zacconi