

Activision Blizzard, Inc.
Form 3
February 25, 2016

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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)

| | | | | | |
|--|--|--|--|---|---|
| <p>1. Name and Address of Reporting Person *</p> <p>Â ZACCONI RICCARDO</p> <p>(Last) (First) (Middle)</p> <p>C/O ACTIVISION BLIZZARD, INC., Â 3100 OCEAN PARK BOULEVARD</p> <p>(Street)</p> <p>SANTA MONICA, Â CA Â 90405</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>02/23/2016</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>Activision Blizzard, Inc. [ATVI]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) Chief Executive Officer, King</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person</p> |
|--|--|--|--|---|---|

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|
| Common Stock, par value \$0.000001 per share | 84,453 ⁽¹⁾ | D | Â |

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

SEC 1473 (7-02)

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

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership |
|---|---|--|---------------------------|----------------------|--|
|---|---|--|---------------------------|----------------------|--|

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| | Date Exercisable | Expiration Date | (Instr. 4) Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | (Instr. 5) |
|--|------------------|-----------------|--|----------------------------|------------------------------|--|------------|
| Performance Stock Options ⁽²⁾ | Â ⁽³⁾ | 11/12/2023 | Common Stock, par value \$0.000001 per share | 903,251 | \$ 12.39 | D | Â |
| Employee Stock Options ⁽²⁾ | Â ⁽⁴⁾ | 02/15/2025 | Common Stock, par value \$0.000001 per share | 192,392 | \$ 26.41 | D | Â |

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 | Â | Â | Â Chief Executive Officer, King | Â |

Signatures

/s/ Riccardo Zacconi 02/25/2016

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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) On February 23, 2016, the Company acquired King Digital Entertainment plc ("King"). In connection therewith, Mr. Zacconi's restricted stock units, representing the right to receive King ordinary shares, were converted to 84,453 restricted stock units, each representing the right to receive a share of the Company's common stock, for a nominal price of 0.00014 per share, which vest quarterly in 12 equal installments, beginning May 16, 2016.
 - (2) On February 23, 2016, the Company acquired King. In connection therewith, Mr. Zacconi's options to purchase King ordinary shares were converted into options to purchase the Company's common stock.
 - One-half of these options vest on February 22, 2019 as follows: one-third if, and only if, the operating income objective for King for 2016 was met or exceeded; one-third if, and only if, the operating income objective for King for 2017 was met or exceeded; and one-third if,
 - (3) and only if, the operating income objective for King for 2018 was met or exceeded. The other half of these options vest as follows: one-third on each of February 22, 2017, 2018 and 2019, in each case if, and only if, the EBITDA objective for King for the prior year was met or exceeded.
 - (4) These options vest quarterly in 12 equal installments, beginning May 16, 2016.

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.