

OMB APPROVAL	
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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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* <u>Hirshberg Eric</u>  (Last) (First) (Middle) <u>C/O ACTIVISION PUBLISHING, INC.</u> <u>3100 OCEAN PARK BOULEVARD</u>  (Street) <u>SANTA MONICA CA 90405</u>  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Activision Blizzard, Inc. [ ATVI ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>CEO, Activision Publishing</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>12/31/2015</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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	12/31/2015		M		350,000	A	\$11.88	811,163	D	
Common Stock, par value \$0.000001 per share	12/31/2015		F <sup>(1)</sup>		233,996	D	\$38.71	577,167	D	
Common Stock, par value \$0.000001 per share	12/31/2015		G <sup>(2)</sup>		116,004	D	\$0	461,163 <sup>(3)</sup>	D	
Common Stock, par value \$0.000001 per share	12/31/2015		G <sup>(2)</sup>		116,004	A	\$0	168,699 <sup>(4)</sup>	I	See footnote. <sup>(5)</sup>

**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 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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Employee Stock Options	\$11.88	12/31/2015		M			350,000	(6)	11/08/2020 <sup>(7)</sup>	Common Stock, par value \$0.000001 per share	350,000	\$0	0	D	

**Explanation of Responses:**

- On December 31, 2015, Mr. Hirshberg exercised options to purchase 350,000 shares of the Company's common stock. Pursuant to the terms of his option award agreement, the Company withheld 233,996 of the shares otherwise deliverable to him in order to satisfy the aggregate exercise price for the options and the resulting tax withholding obligation.
- Mr. Hirshberg transferred the shares delivered to him upon exercise of these stock options to the Eric and Tara Hirshberg Revocable Trust.
- Following the transaction reported on this Form 4, Mr. Hirshberg directly held 461,163 restricted stock units, all of which have vesting criteria tied to performance.
- Following the transactions reported on this Form 4, Mr. Hirshberg indirectly held (through the Eric and Tara Hirshberg Revocable Trust) 168,699 shares of the Company's common stock.
- These securities are held by the Eric and Tara Hirshberg Revocable Trust.
- These options were fully vested as of August 31, 2015.
- Per the terms of Mr. Hirshberg's award agreement, these options were required to be exercised by December 31, 2015.

**Remarks:**

/s/ Eric Hirshberg 01/05/2016

\*\* 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.

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