

Wereb Stephen G  
Form 3  
October 29, 2010

**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>Wereb Stephen G</p> <p>(Last) (First) (Middle)</p> <p>C/O ACTIVISION PUBLISHING, INC., 3100 OCEAN PARK BOULEVARD</p> <p>(Street)</p> <p>SANTA MONICA, CA 90405</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>10/28/2010</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) Principle Accounting Officer</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>
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**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	41,050 <sup>(1)</sup>	D	^

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)
Employee Stock Options	01/03/2011	01/03/2016	Common Stock, par value \$0.000001 per share	16,000	\$ 6.7	D	Â
Employee Stock Options	Â <sup>(2)</sup>	11/15/2017	Common Stock, par value \$0.000001 per share	20,000	\$ 10.375	D	Â
Employee Stock Options	Â <sup>(3)</sup>	08/22/2018	Common Stock, par value \$0.000001 per share	110,000	\$ 16.99	D	Â
Employee Stock Options	Â <sup>(4)</sup>	11/17/2018	Common Stock, par value \$0.000001 per share	17,500	\$ 10.47	D	Â
Employee Stock Options	Â <sup>(5)</sup>	11/09/2019	Common Stock, par value \$0.000001 per share	20,000	\$ 11.54	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Wereb Stephen G C/O ACTIVISION PUBLISHING, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405	Â	Â	Â Principle Accounting Officer	Â

## Signatures

/s/ Stephen  
Wereb

10/29/2010

\*\*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) Consists of restricted stock units, each representing the right to receive one share of the Company's common stock.
- (2) One-third of these options vest on November 15, 2010 and the remainder were vested as of the date of this filing.
- (3) One-third of these options vest on July 1, 2011 and the remainder were vested as of the date of this filing.
- (4) One-third of these options vest on each of November 17, 2010 and November 17, 2011 and the remainder were vested as of the date of this filing.
- (5) One-third of these options vest on each of November 9, 2010, November 9, 2011 and November 9, 2012.

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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