

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>KELLY BRIAN G</u> (Last) (First) (Middle) <u>C/O ACTIVISION BLIZZARD, INC.</u> <u>3100 OCEAN PARK BOULEVARD</u> (Street) <u>SANTA MONICA</u> <u>CA</u> <u>90405</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Activision Blizzard, Inc. [ATVI]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>08/07/2017</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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, par value \$0.000001 per share	08/07/2017		s		111,239	D	\$62.4362 ⁽¹⁾	189,791	D	
Common Stock, par value \$0.000001 per share	08/07/2017		s		25,166	D	\$62.4362 ⁽¹⁾	41,104	I	The Kelly Descendants 2016 Trust
Common Stock, par value \$0.000001 per share	08/07/2017		s		313,595	D	\$62.4362 ⁽¹⁾	2,536,927	I	By ASAC TJKS LLC ⁽²⁾
Common Stock, par value \$0.000001 per share	08/07/2017		s		950,000	D	\$62.5352 ⁽³⁾	3,642,352	I	By the 115190D Trust
Common Stock, par value \$0.000001 per share	08/08/2017		s		98,879	D	\$61.8701 ⁽⁴⁾	90,912	D	
Common Stock, par value \$0.000001 per share	08/08/2017		s		22,370	D	\$61.8701 ⁽⁴⁾	18,734	I	The Kelly Descendants 2016 Trust
Common Stock, par value \$0.000001 per share	08/08/2017		s		278,751	D	\$61.8701 ⁽⁴⁾	2,258,176	I	By ASAC TJKS LLC ⁽²⁾
Common Stock, par value \$0.000001 per share	08/08/2017		s		850,000	D	\$61.8785 ⁽⁵⁾	2,792,352	I	By the 115190D Trust
Common Stock, par value \$0.000001 per share	08/09/2017		s		82,811	D	\$61.2251 ⁽⁶⁾	8,101 ⁽⁷⁾	D	
Common Stock, par value \$0.000001 per share	08/09/2017		s		18,734	D	\$61.2251 ⁽⁶⁾	0	I	The Kelly Descendants 2016 Trust
Common Stock, par value \$0.000001 per share	08/09/2017		s		233,455	D	\$61.2251 ⁽⁶⁾	2,024,721	I	By ASAC TJKS LLC ⁽²⁾
Common Stock, par value \$0.000001 per share	08/09/2017		s		700,000	D	\$61.2056 ⁽⁸⁾	2,092,352	I	By the 115190D Trust
Common Stock, par value \$0.000001 per share								1	I	By ASAC II LLC ⁽⁹⁾

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)	4. Transaction Date, if any (Month/Day/Year)	5. Transaction Code (Instr. 8)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Underlying 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)
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)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Underlying 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	Date Exercisable	Expiration Date	Amount or Number of Shares		

Explanation of Responses:

1. The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$61.83 to \$62.84 per share. Mr. Kelly has provided 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.

2. Mr. Kelly disclaims beneficial ownership of the Company's common stock held by ASAC II LLC except to the extent of his pecuniary interest therein.

3. The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$62.20 to \$62.84 per share. Mr. Kelly has provided 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.

4. The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$61.25 to \$62.515 per share. Mr. Kelly has provided 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.

5. The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$61.26 to \$62.52 per share. Mr. Kelly has provided 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.

6. The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$60.58 to \$61.56 per share. Mr. Kelly has provided 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.

7. Following the transactions reported on this Form 4, Mr. Kelly directly owns (a) 1,962 shares of the Company's common stock and (b) 6,139 restricted share units, each representing the right to receive one share of the Company's common stock.

8. The price in column 4 is a weighted average price. The prices actually received for the stock ranged from \$60.36 to \$61.56 per share. Mr. Kelly has provided 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.

9. Mr. Kelly and Robert A. Kotick are the managers of ASAC II LLC. Mr. Kelly disclaims beneficial ownership of the Company's common stock held by ASAC II LLC except to the extent of his pecuniary interest therein.

Remarks:

/s/ Brian G. Kelly

08/09/2017

** 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 Number.