FORM 4

obligations may continue. See Instruction 1(b).

Check this box if no longer subject to Section 16. Form 4 or Form 5

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CHAN
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GES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: Estimated average burden hours per response: 0.5

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>KELLY BRIAN G</u>				2. Issuer Name and Ticker or Trading Symbol Activision Blizzard, Inc. [ATVI]								(Ch	Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner					
		rst) (BLIZZARD, INC C BOULEVARD	Middle)		3. Date of Earliest Transaction (Month/Day/Year) 03/28/2017									Offic below	er (give ti w)	tle	Othe belo	er (specify w)
(Street) SANTA MONICA (City)			00405 Zip)	4.	4. If Amendment, Date of Original Filed (Month/Day/Year)							Line	G. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person					
			e I - Non-Deriv	/ativ	e Sec	urities	s Acc	quired	l, Di	sposed	of, o	Benef	icial	ly Owne	ed			
1. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Yea		ar) E	2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr. 8)					Beneficially Owned Followi		s ally following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		Ownership			
							Code	e V	Am	ount	(A) or (D)	Price		Reported Transact (Instr. 3 a	ion(s)			(Instr. 4)
Common per share	Stock, par v	value \$0.000001	03/28/2017	(1)			S		42	20,063	D	\$49.90	01(4)	66,	270		I 1	The Kelly Descendants 2016 Trust
Common per share	Stock, par v	value \$0.000001												296,8	352 ⁽²⁾	I)	
Common per share	Stock, par v	value \$0.000001												2,850),522		I [By ASAC IJKS LLC ⁽³⁾
Common per share	Stock, par v	value \$0.000001												1	Ĺ			By ASAC II LLC ⁽⁵⁾
Common Stock, par value \$0.000001 per share													1,330,199		I		By the 115190D Trust	
		Та	ble II - Derivat (e.g., p							osed of				Owned				
Derivative Security Conversion or Exercise (Month/Day/Year) Execut		3A. Deemed Execution Date,	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. T Ame Sec Und Deri Sec	7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4)		s. Price of Derivative Security Instr. 5)	9. Numb derivativ Securitie Benefici Owned Followin Reported Transact (Instr. 4)	re es ally eg d tion(s)	10. Ownershi Form: Direct (D) or Indirec (I) (Instr. 4	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)		Date Exercisa	able	Expiratio Date	n Title	Numb of						

Explanation of Responses:

- $1.\ These transactions were effected pursuant to a Rule\ 10b5-1\ trading\ plan\ adopted\ on\ September\ 15,\ 2016\ by\ The\ Kelly\ Descendants\ 2016\ Trust.$
- 2. Mr. Kelly directly owns (a) 293,910 shares of the Company's common stock and (b) 2,942 restricted share units, each representing the right to receive one share of the Company's common stock.
- 3. The reporting person disclaims beneficial ownership of the Company's common stock held by ASAC TJKS LLC except to the extent of his pecuniary interest therein.
- 4. The price in Column 4 is a weighted average price. The prices actually received for the stock ranged from \$49.90 to \$49.91 per share. Mr. Kelly has provided to the Company and, upon request, will provide any security holder of the Company or the SEC staff information regarding the number of shares sold at each price within that range.
- 5. The reporting person 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

03/30/2017

** 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.