

ACTIVISION INC /NY  
Form 4  
August 05, 2005

**FORM 4**

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

OMB APPROVAL

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

**STATEMENT OF CHANGES IN 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)

1. Name and Address of Reporting Person \*  
**HENDERSON KENNETH**

(Last) (First) (Middle)

**C/O BRYAN CAVE LLP, 1290 AVENUE OF THE AMERICAS**

(Street)

**NEW YORK, NY 10104**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**ACTIVISION INC /NY [ATVI]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**08/03/2005**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 \$ .000001 per share | 08/03/2005                           |  | M                              |   | 75,000 A \$ 5.0245  | 79,916   | D   |
| Common Stock, par value \$ .000001 per share | 08/03/2005                           |  | S                              |   | 20,000 D \$ 20.8  | 59,916   | D   |
| Common Stock, par value \$ .000001 per share | 08/03/2005                           |  | S                              |   | 5,000 D \$ 20.79  | 54,916   | D   |

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value  
\$.000001  
per share

Common  
Stock, par

|       |            |   |        |   |          |        |   |
|-------|------------|---|--------|---|----------|--------|---|
| value | 08/03/2005 | S | 10,000 | D | \$ 20.78 | 44,916 | D |
|-------|------------|---|--------|---|----------|--------|---|

\$.000001  
per share

Common  
Stock, par

|       |            |   |       |   |          |        |   |
|-------|------------|---|-------|---|----------|--------|---|
| value | 08/03/2005 | S | 5,000 | D | \$ 20.77 | 39,916 | D |
|-------|------------|---|-------|---|----------|--------|---|

\$.000001  
per share

Common  
Stock, par

|       |            |   |        |   |          |        |   |
|-------|------------|---|--------|---|----------|--------|---|
| value | 08/03/2005 | S | 15,000 | D | \$ 20.76 | 24,916 | D |
|-------|------------|---|--------|---|----------|--------|---|

\$.000001  
per share

Common  
Stock, par

|       |            |   |        |   |          |       |   |
|-------|------------|---|--------|---|----------|-------|---|
| value | 08/03/2005 | S | 20,000 | D | \$ 20.75 | 4,916 | D |
|-------|------------|---|--------|---|----------|-------|---|

\$.000001  
per share

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

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(9-02)

**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 Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Director Stock Options                     | \$ 5.0245  | 08/03/2005                           |  | M                              | 75,000  | <u>(1)</u> 09/27/2011                                    | Common Stock  | 75,000                        |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| HENDERSON KENNETH<br>C/O BRYAN CAVE LLP<br>1290 AVENUE OF THE AMERICAS<br>NEW YORK, NY 10104 | X             |           |         |       |

## Signatures

/s/ Kenneth L.  
Henderson

08/05/2005

\*\*Signature of Reporting  
Person

Date

## Explanation of Responses:

- \* 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).
- (1) The options vested in four equal annual installments beginning on 9/27/01.

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