

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **1999-09-10** | Period of Report: **1999-08-31**
SEC Accession No. **0000910643-99-000141**

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SUBJECT COMPANY

ACTIVISION INC /NY

CIK: **718877** | IRS No.: **942606438** | State of Incorporation: **DE** | Fiscal Year End: **0331**
Type: **4** | Act: **34** | File No.: **000-12699** | Film No.: **99709475**
SIC: **7372** Prepackaged software

Mailing Address
11601 WILSHIRE BLVD 3RD
FL
STE 1000
LOS ANGELES CA 90025

Business Address
3100 OCEAN PARK BLVD
STE 1000
SANTA MONICA CA 90405
3102552000

REPORTING OWNER

ROWE MICHAEL J

CIK: **1093165** | State of Incorporation: **DE** | Fiscal Year End: **0331**
Type: **4**
SIC: **7372** Prepackaged software

Mailing Address
ACTIVISION INC
3100 OCEAN PARK BLVD
SANTA MONICA CA 90405

Business Address
3100 OCEAN PARK BLVD
STE 1000
SANTA MONICA CA 90405
3102552000

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U.S. SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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(f) of the Investment Company Act of 1940

<S> <C> <C> <C>
1. Name and Address of Reporting Person* 2. Issuer Name and Ticker or Trading Symbol 6. Relationship of Reporting Person to Issuer (Check all applicable)
Rowe Michael J. Activision, Inc. (ATVI) Director 10% Owner
(Last) (First) (Middle) 3. IRS or Social Security Number of Reporting Person (Voluntary) 4. Statement for Month/Year August 1999
Executive Vice President, Human Resources
c/o Activision, Inc. 3100 Ocean Park Boulevard
(Street)
Santa Monica California 90405
(City) (State) (Zip)
</TABLE>

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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (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 at End of Month (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
<S>	<C>	<C>	<C>	<C>	<C>	<C>

* If this form is filed by more than one Reporting Person, see Instruction 4(b)(v).
Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 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)
<S>	<C>	<C>	<C>	<C>	<C>
Employee Stock Option (right to buy)	\$12.25	8/5/99	A V	50,000	(1) 8/5/09

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1. Title of Derivative Security (Instr. 3)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned at End of Month (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Ownership (Instr. 4)
<S>	<C>	<C>	<C>	<C>	<C>

<S>	<C>	<C>	<C>	<C>	<C>	<C>
Employee Stock Option (right to buy)	Common Stock	50,000		50,000	D	

Explanation of Responses

(1) The option vests annually in three equal installments beginning on August 5, 2000.

**Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

/s/ Michael J. Rowe	09/10/99
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**Signature of Reporting Person Michael J. Rowe	Date

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, see Instruction 6 for procedure.

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