

ELECTRONIC ARTS INC.
Form 4
August 02, 2013

FORM 4

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

OMB APPROVAL

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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 *
HOAG JAY C

(Last) (First) (Middle)

C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET

(Street)

PALO ALTO, CA 94301

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ELECTRONIC ARTS INC. [EA]

3. Date of Earliest Transaction
(Month/Day/Year)
07/31/2013

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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	08/01/2013		M	674 A \$ 26.53	10,674	I	Jay C. Hoag <u>(1)</u>
Common Stock					3,230	I	TCV Management 2004, L.L.C. <u>(2)</u>
Common Stock					3,230	I	TCV VI Management, L.L.C. <u>(3)</u>
Common					10,797	I	TCV VII

Stock					Management, L.L.C. ⁽⁴⁾
Common Stock		1,959,665	I		TCV V, L.P. ⁽⁵⁾
Common Stock		1,982,198	I		TCV VI, L.P. ⁽⁶⁾
Common Stock		4,834,140	I		TCV VII, L.P. ⁽⁷⁾
Common Stock		2,510,484	I		TCV VII (A), L.P. ⁽⁸⁾
Common Stock		95,188	I		TCV Member Fund, L.P. ⁽⁹⁾

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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	\$ 0 ⁽¹⁰⁾	07/31/2013		A	10,000	⁽¹¹⁾	07/31/2014	Common Stock	10,000
Non-Qualified Stock Option (right to buy)	\$ 26.53	08/01/2013		A	674	⁽¹²⁾	08/01/2013	Common Stock	674
Non-Qualified Stock Option (right to buy)	\$ 26.53	08/01/2013		M	674	⁽¹²⁾	08/01/2013	Common Stock	674

Reporting Owners

Reporting Owner Name / Address

Relationships

Director Officer Other

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- (11) The Restricted Stock Unit Award shall vest in its entirety and be deemed exercised on the earlier of (i) date of the next Annual Meeting of Stockholders or (ii) the one-year anniversary of the grant date.
- (12) Shares in lieu of Board cash compensation.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.