

CONNS INC  
Form 4  
July 30, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Harwood Clinton W

(Last) (First) (Middle)

4055 TECHNOLOGY FOREST  
BLVD., SUITE 210

(Street)

THE WOODLANDS, TX 77381

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
CONNS INC [CONN]

3. Date of Earliest Transaction (Month/Day/Year)  
07/26/2013

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)  
SVP - Information Technology

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount or Price   |  |                                   |
| Common Stock                    | 07/26/2013                           |  | M                              |   | 500 A \$ 3.2  | 60,624   | D                                 |
| Common Stock                    | 07/26/2013                           |  | S                              |   | 500 D \$ 62.61  | 60,124   | D                                 |
| Common Stock                    | 07/29/2013                           |  | M                              |   | 9,498 A \$ 3.2  | 69,622   | D                                 |
| Common Stock                    | 07/29/2013                           |  | S                              |   | 9,498 D \$ 62.077   | 60,124   | D                                 |
| Common Stock                    | 07/29/2013                           |  | M                              |   | 16,384 A \$ 6.33  | 76,508   | D                                 |

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|              |            |   |        |   |           |        |   |
|--------------|------------|---|--------|---|-----------|--------|---|
| Common Stock | 07/29/2013 | S | 16,384 | D | \$ 62.077 | 60,124 | D |
| Common Stock | 07/29/2013 | M | 15,000 | A | \$ 6.34   | 75,124 | D |
| Common Stock | 07/29/2013 | S | 15,000 | D | \$ 62.077 | 60,124 | D |
| Common Stock | 07/30/2013 | M | 8,000  | A | \$ 17.73  | 68,124 | D |
| Common Stock | 07/30/2013 | M | 8,584  | A | \$ 33.88  | 76,708 | D |
| Common Stock | 07/30/2013 | M | 4,003  | A | \$ 22.68  | 80,711 | D |
| Common Stock | 07/30/2013 | M | 4,465  | A | \$ 19.99  | 85,176 | D |
| Common Stock | 07/30/2013 | M | 3,166  | A | \$ 6.33   | 88,342 | D |
| Common Stock | 07/30/2013 | M | 2      | A | \$ 3.2    | 88,344 | D |

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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Employee Stock Option (right to buy)       | \$ 3.2   | 07/26/2013                           |  | M                              | 500   | <u>(1)</u> 11/30/2020                                    | Common Stock  | 500                        |
| Employee Stock                             | \$ 3.2   | 07/29/2013                           |  | M                              | 9,498   | <u>(1)</u> 11/30/2020                                    | Common Stock  | 9,498                      |

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|  |          |            |   |        |             |            |                 |        |  |
|--|----------|------------|---|--------|-------------|------------|-----------------|--------|--|
| Option<br>(right to<br>buy)                      |          |            |   |        |             |            |                 |        |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 6.33  | 07/29/2013 | M | 16,384 | <u>(3)</u>  | 11/25/2018 | Common<br>Stock | 16,384 |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 6.34  | 07/29/2013 | M | 15,000 | <u>(4)</u>  | 11/24/2019 | Common<br>Stock | 15,000 |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 17.73 | 07/30/2013 | M | 8,000  | <u>(5)</u>  | 11/30/2014 | Common<br>Stock | 8,000  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 33.88 | 07/30/2013 | M | 8,584  | <u>(6)</u>  | 11/30/2015 | Common<br>Stock | 8,584  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 22.68 | 07/30/2013 | M | 4,003  | <u>(7)</u>  | 12/04/2016 | Common<br>Stock | 4,003  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 19.99 | 07/30/2013 | M | 4,465  | <u>(8)</u>  | 11/27/2017 | Common<br>Stock | 4,465  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 6.33  | 07/30/2013 | M | 3,166  | <u>(9)</u>  | 11/25/2018 | Common<br>Stock | 3,166  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 3.2   | 07/30/2013 | M | 2      | <u>(10)</u> | 11/30/2020 | Common<br>Stock | 2      |  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |                              |
|---|---------------|-----------|---------|------------------------------|
|   | Director      | 10% Owner | Officer | Other                        |
| Harwood Clinton W<br>4055 TECHNOLOGY FOREST BLVD., SUITE 210<br>THE WOODLANDS, TX 77381 |               |           |         | SVP - Information Technology |

## Signatures

/s/ Clinton W.  
Harwood

07/30/2013

\_\_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) Stock option granted on November 30, 2010, and vest in five equal annual installments.
- (2) Not a required reportable field. SEC software requires a dollar amount; use zeros per SEC.
- (3) Stock options granted on November 25, 2008, and vest in five equal annual installments.
- (4) Stock options granted on November 24, 2009, and vest in five equal annual installments.
- (5) Stock options granted on November 30, 2004, and vested in five equal annual installments.
- (6) Stock options granted on November 30, 2005, and vested in five equal annual installments.
- (7) Stock options granted on December 4, 2006, and vested in five equal annual installments.
- (8) Stock options granted on November 27, 2007, and vested in five equal annual installments.
- (9) Stock options granted on November 25, 2008, and vest in five equal annual installments.
- (10) Stock options granted on November 30, 2010, and vest in five equal annual installments.

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.