TINNEY JEFF L Form 4 May 11, 2012

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

obligations

may continue.

See Instruction

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

1(b).

(Last)

PO BOX 859

(Print or Type Responses)

1. Name and Address of Reporting Person * TINNEY JEFF L

(First)

2. Issuer Name and Ticker or Trading

Symbol

WORLD ACCEPTANCE CORP [WRLD]

3. Date of Earliest Transaction

(Month/Day/Year) 05/10/2012

(Street) 4. If Amendment, Date Original

(Middle)

Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to

Issuer

(Check all applicable)

OMB APPROVAL

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

Estimated average

burden hours per

Director 10% Owner __Other (specify _X__ Officer (give title _

below) below)

SVP, WESTERN DIVISION

6. Individual or Joint/Group Filing(Check Applicable Line)

X Form filed by One Reporting Person

Form filed by More than One Reporting Person

WHITESBORO, TX 76273

(City)	(State) (Zi	Table	I - Non-De	rivative S	ecurit	ies Acqui	ired, Disposed of	, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	(Instr. 3,	ispose	d of (D)	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)
COMMON STOCK, NO PAR VALUE	05/10/2012		Code V M	Amount 800	(D)	Price \$ 49	4,600	D	
COMMON STOCK, NO PAR VALUE	05/10/2012		M	2,000	A	\$ 28.19	6,600	D	
COMMON STOCK, NO PAR VALUE	05/10/2012		M	2,400	A	\$ 16.85	9,000	D	

Edgar Filing: TINNEY JEFF L - Form 4

COMMON STOCK, NO PAR VALUE	05/10/2012	M	3,400	A	\$ 26.73	12,400	D
COMMON STOCK, NO PAR VALUE	05/10/2012	M	800	A	\$ 43.04	13,200	D
COMMON STOCK, NO PAR VALUE	05/10/2012	S	9,400	D	\$ 70	3,800	D

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

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 control number.

SEC 1474

(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 Underlying Securitie (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Am or Nur of Sha
EMPLOYEE OPTION TO BUY	\$ 49	05/10/2012		M	800	11/08/2011	11/08/2016	COMMON STOCK, NO PAR VALUE	8
EMPLOYEE OPTION TO BUY	\$ 28.19	05/10/2012		M	2,000	11/12/2011	11/12/2017	COMMON STOCK, NO PAR VALUE	2,0
EMPLOYEE OPTION TO BUY	\$ 16.85	05/10/2012		M	2,400	11/10/2011	11/10/2018	COMMON STOCK, NO PAR VALUE	2,4
	\$ 26.73	05/10/2012		M	3,400	11/09/2011	11/09/2019		3,4

Edgar Filing: TINNEY JEFF L - Form 4

EMPLOYEE OPTION TO BUY							COMMON STOCK, NO PAR VALUE
EMPLOYEE OPTION TO BUY	\$ 43.04	05/10/2012	М	800	11/08/2011	11/08/2020	COMMON STOCK, NO PAR VALUE

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

TINNEY JEFF L PO BOX 859 WHITESBORO, TX 76273

SVP, WESTERN DIVISION

Signatures

/S/ Jeff L.
Tinney

**Signature of Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

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.

Reporting Owners 3

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