FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB Number: Estimated average and a serior of the seri

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL								
OMB Number:	3235-0287							
Estimated average burden								
hours per response:	0.5							

1. Name and Address of Reporting Person*  DE LA FUENTE REYMUNDO JR						2. Issuer Name and Ticker or Trading Symbol CONNS INC [ CONN ]								ck all applic Directo Officer	able)	g Pers	on(s) to Iss 10% Ov Other (s	vner	
(Last) (First) (Middle) 3295 COLLEGE STREET						3. Date of Earliest Transaction (Month/Day/Year) 11/30/2010									below)	sident - C	Credit	below) Division	
(Street) BEAUMONT TX 77701				4. If Amendment, Date of Original Filed (Month/Day/Year)								Line)	Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting						
(City)	(:	State)	(Zip)			Person													
		Tal	ole I - Non-	Deriva	ative	Sec	curities	AC	quired, I	Dis	oosed o	f, or Be	nef	icially	Owned				
1. Title of Security (Instr. 3)  2. Transac Date (Month/Date)					Execution Date,			3. Transaction Code (Instr. 8) 4. Securities A Disposed Of (Instr. 5)			ties Acqui I Of (D) (In	red (A str. 3,	a) or 4 and	5. Amour Securitie Beneficia Owned F	s ally ollowing	Form (D) o	: Direct Indirect str. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
								Code	v	Amount	(A) ( (D)	or F	Price	Transact (Instr. 3 a	tion(s)			(111501.4)	
	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 Da if any (Month/Day/Y	Co	ansaction de (Instr.		of E		6. Date Exercisab Expiration Date (Month/Day/Year)		of Securities		ities ng e Sec	urity	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	e (Caracata and Caracata and Ca	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					ode ,	v			Date Exercisabl		expiration Date	Title	Amount or Number of Shares						
Employee Stock Options (right to	\$3.2	11/30/2010			A		30,000		(1)	1	1/30/2020	Common Stock	30	,000	\$0 <sup>(2)</sup>	30,000	0	D	

## Explanation of Responses:

- 1. The option vests in five equal annual installments beginning on November 30, 2011.
- 2. Not a required reportable field. SEC software requires a dollar amount; use zeros per SEC.

/s/ Reymundo de la Fuente, Jr. 12/02/2010

\*\* Signature of Reporting Person Date

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

- $^{\star}$  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).

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

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 Number.