FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| | OMB APPRO | VAL | | | | | | | |
|---|--------------------------|-----------|--|--|--|--|--|--|--|
| | OMB Number: | 3235-0287 | | | | | | | |
| l | Estimated average burden | | | | | | | | |
| l | hours per response: | 0.5 | | | | | | | |

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

| 1. Name an Wright | | 2. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN] | | | | | | | | (Chec | k all app Dired | olicable) ctor | Person(s) to Issuer 10% Owner Other (specify | | | | | | |
|--|--|---|----------|--------------------------|----------|---|--|------------------------------|----------------------------|--|--|--|---|---------------------------------------|---|---|--|---|--|
| (Last) (First) (Middle) 4055 TECHNOLOGY FOREST BLVD | | | | | | 3. Date of Earliest Transaction (Month/Day/Year) 06/22/2017 | | | | | | | | X | X Officer (give title Other (spec below) EVP and CFO | | | | |
| | · · | | | | 4. If | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | 6. Indi Line) X | , | | | | |
| (City) | (5 | | Zip) | | <u> </u> | | | | | | | | | <u> </u> | | | | | |
| | | Tabi | e I - No | on-Deriv | ative | Sec | uritie | S AC | quire | a, Dis | sposed o | f, or E | 3enet | icially | Owne | ea | | | |
| 1. Title of Security (Instr. 3) 2. Transaction Date (Month/Day) | | | | | | Execution Date | | | 3. Transa Code 8) | | 4. Securities Acquired (A) o Disposed Of (D) (Instr. 3, 4 a | | | | Secur Benef | icially d Following | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| | | | | | | | | | Code | v | Amount | (A) or (D) Prid | | ice | Trans | action(s) 3 and 4) | | (111341.4) | |
| Common Stock 06/22/20 | | | | | | | :017 | | F | | 4,052(1) | D \$10 | | 16.95 ⁽²⁾ | 126,207 | | D | | |
| | 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) | rivative Conversion Date Execution Curity or Exercise (Month/Day/Year) if any | | on Date, | Transaction Code (Instr. | | 5. Nu of Deriv Secu Acqu (A) or Dispo of (D) (Instrand 5 | rative rities ired r osed) | 6. Date Expirat (Month | tion Day/Y | ear) Securities Underlyin Derivative Security (and 4) A O N Expiration O | | nt of ties lying tive ty (Inst | Der Sec (Ins | rice of ivative urity tr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4) | Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | | |

Explanation of Responses:

- 1. Represents shares withheld to pay withholding taxes due upon vesting of Restricted Stock Units awarded on June 22, 2016.
- 2. Price based on closing price of Conn's, Inc. Common Stock on date of vesting.

Remarks:

/s/Mark Prior, as attorney-in-

06/23/2017

fact

** Signature of Reporting Person

Date

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

- * 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.