FORM 4

Check this box if no longer subject to

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CH	ANGES	IN BEN	IEFICIAL	OWNERS	HIP

OMB APPROVAL OMB Number: Estimated average burden hours per response: 0.5

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 and Address of Reporting Person* LEE ROBERT B JR						2. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN]								Relationship eck all applie Directo	cable) or	g Pers	son(s) to Iss 10% Ov Other (s	vner
(Last) 3295 CO	(F LLEGE ST	,	(Middle)				3. Date of Earliest Transaction (Month/Day/Year) 11/30/2010								Officer (give title below) Senior VP		below) - Operations	
(Street) BEAUM (City)			77701 (Zip)		4.1	4. If Amendment, Date of Original Filed (Month/Day/Year)						Line	dividual or Joint/Group Filing (Check Applicable) 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. Transa Date (Month/D				Execution Date,		Code (In	Transaction Disposed Of (D) (Instr. 3, 4 Code (Instr. 5)		ed (A) or tr. 3, 4 and	5. Amou Securitie Beneficie Owned F	es ally Following	Form (D) o	: Direct r Indirect str. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)				
							Code	v	Amount	(A) or (D)	Price	Transact (Instr. 3	tion(s)					
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)	Derivative Conversion Date Execution Date Security or Exercise (Month/Day/Year) if any		Date,	4. Transaction Code (Instr.) 8)		n of		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s (Instr. 4)		10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4	Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(D)	Date Exercisable		xpiration ate	Title	Amount or Number of Shares					
Employee Stock Options (right to buy)	\$3.2	11/20/2010			A		20,000		(1)	1	1/30/2020	Common Stock	20,000	\$0 ⁽²⁾	20,000	0	D	

Explanation of Responses:

- 1. This 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/ Robert B. Lee, 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.

- * 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.