SEC Form 4

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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject t	'n
Section 16. Form 4 or Form 5	.0
obligations may continue. See	
Instruction 1(b).	

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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 [*] ATNIP DAVID R			2. Issuer Name and Ticker or Trading Symbol <u>CONNS INC</u> [CONN]		all applicable)		
(Last)	(First) (Middle)		3. Date of Earliest Transaction (Month/Day/Year) 11/30/2010	- x	Officer (give title below)	Other (specify below)	
(Street) BEAUMONT (City)	TX (State)	77701 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line) X	vidual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person		
	TNIP DAVID R CONNS INC [CONN] CONNS INC [CONN] ast) (First) (Middle) 95 COLLEGE STREET 3. Date of Earliest Transaction (Month/Day/Year) Check all applicable) reet) EAUMONT TX 77701 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person						

4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) 3. Transaction Code (Instr. 1. Title of Security (Instr. 3) 6. Ownership 2. Transaction 2A. Deemed 5. Amount of 7. Nature Form: Direct (D) or Indirect of Indirect Beneficial Execution Date, Securitie (Month/Day/Year) if any Beneficially (Month/Day/Year) 8) Owned Following (I) (Instr. 4) Ownership (Instr. 4) Reported (A) or (D) Transaction(s) v Price Code Amount (Instr. 3 and 4)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

	(cigi, puto, builo, martano, ophono, 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. Transa Code (8)		n of		of Derivative Securities Acquired (A) or Disposed of (D) (Instr.		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)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares						
Employee Stock Option (right to buy)	\$3.2	11/30/2010		A		20,000		(1)	11/30/2020	Common Stock	20,000	\$0 ⁽²⁾	20,000	D			

Explanation of Responses:

1. The option vests in five equal annual installments beginning November 30, 2011

2. Not a required reportable field. SEC software requires a dollar amount; use zeroes per SEC.

/s/ David R. Atnip

** Signature of Reporting Person

12/02/2010

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.