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# FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| Check thi   | s box if no longer subject to |
|-------------|-------------------------------|
|             | 6. Form 4 or Form 5           |
|             | s may continue. See           |
|             |                               |
| Instruction | 1 L(D).                       |

## 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*<br>JACOBY JON E M |                         |          | 2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>CONNS INC</u> [ CONN ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable) |   |                          |  |  |
|--|-------------------------|----------|--|--|---|--------------------------|--|--|
|  |                         |          |  | X  | Director  | 10% Owner                |  |  |
|  | (First)<br>KEEGAN DRIVE | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)<br>04/26/2013               |  | Officer (give title<br>below)   | Other (specify<br>below) |  |  |
| SUITE 500  |                         |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)                     | 6. Individual or Joint/Group Filing (Check Applicable                      |   |                          |  |  |
| (Street)<br>LITTLE ROCK                                    | AR                      | 72202    | 04/30/2013   | Line)<br>X   | Form filed by One Reporting Person<br>Form filed by More than One Reporting<br>Person |                          |  |  |
| (City)   | (State)                 | (Zip)    |  |  |   |                          |  |  |

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transa<br>Code (<br>8) |   |        |               | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |                        |
|---------------------------------|--|---|------------------------------|---|--------|---------------|---|---|---|------------------------|
|                                 |  |   | Code                         | v | Amount | (A) or<br>(D) | Price   | Transaction(s)<br>(Instr. 3 and 4)                                |   | (Instr. 4)             |
| Common Stock                    | 04/26/2013                                 |   | S                            |   | 6,926  | D             | \$44.8739   | 564,083 <sup>(1)</sup>  | D   |                        |
| Common Stock                    |  |   |                              |   |        |               |   | 5,305,343 <sup>(2)</sup>  | I   | By SG-<br>1890,<br>LLC |

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

1. Title of 3. Transaction 3A. Deemed 5. Number 6. Date Exercisable and 7. Title and 8. Price of 9. Number of 11. Nature 10. Conversion Expiration Date (Month/Day/Year) Amount of Securities derivative Securities Derivative Dat **Execution Date** Transaction of Derivative Ownership of Indirect (Month/Day/Year) Derivative Code (Instr. Security or Exercise if any Security (Instr. 5) Form: Beneficial Direct (D) or Indirect (Instr. 3) Price of Derivative (Month/Dav/Year) Underlying Derivative 8) Securities Beneficially Ownership Acquired Owned (Instr. 4) (A) or Disposed Security (Instr. 3 (I) (Instr. 4) Security Following Reported Transaction(s) and 4) of (D) (Instr. 3, 4 and 5) (Instr. 4)

Expiration

Date

Title

Explanation of Responses:

1. This line amends and replaces line 1 of Table I of the original report to reflect the corrected share amount owned directly by the reporting person.

Code

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(A) (D)

2. Represents total shares of Conn's, Inc. Common Stock held by SG-1890, LLC. The reporting person is a member of the Executive Committee of The Stephens Group, LLC, the Manager of SG-1890, LLC. The reporting person disclaims beneficial ownership of such shares except of his pecuniary interest therein. This line is added to Table I of the original report.

Date

Exercisable

### Remarks:

Note: Except as expressly amended herein, the original report remains in full force and effect.

Ronald M. Clark, Attorney-in-06/25/2013

fact for reporting person

Amount Number

Shares

\*\* 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.