
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13D/A

Under the Securities Exchange Act of 1934
(Amendment No. 17)

Conn's Inc.

(Name of Issuer)

Common Stock, par value \$.01 per share
(Title of Class of Securities)

208242107
(CUSIP Number)

David A. Knight
Stephens Investments Holdings LLC
111 Center Street
Little Rock, AR 72201
(501) 377-2573

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

July 15, 2016
(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box .

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7(b) for other parties to whom copies are to be sent.

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the notes).

SCHEDULE 13D

| | | |
|--|---|---|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Stephens Investments Holdings LLC | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) AF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 2,727,920 |
| | 8 | Shared Voting Power 0 |
| | 9 | Sole Dispositive Power 2,727,920 |
| | 10 | Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 2,727,920 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 8.9 | |
| 14 | Type of Reporting Person (See Instructions) OO | |

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|--|---|--------------------------|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) | |
| | Stephens Inc. | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) | |
| | WC | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | |
| | <input checked="" type="checkbox"/> | |
| 6 | Citizenship or Place of Organization | |
| | Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power |
| | | 82,430 |
| | 8 | Shared Voting Power |
| | | 54,256 |
| | 9 | Sole Dispositive Power |
| | | 82,430 |
| | 10 | Shared Dispositive Power |
| | | 54,256 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person | |
| | 136,686 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | |
| | <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) | |
| | 0.4 | |
| 14 | Type of Reporting Person (See Instructions) | |
| | BD, CO | |

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| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Warren A. Stephens Grantor Trust | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) WC, AF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 385,350 |
| | 8 | Shared Voting Power 0 |
| | 9 | Sole Dispositive Power 385,350 |
| | 10 | Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 385,350 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 1.3 | |
| 14 | Type of Reporting Person (See Instructions) OO | |

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| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Harriet C. Stephens Trust |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> |
| 3 | SEC Use Only |
| 4 | Source of Funds (See Instructions) WC |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> |
| 6 | Citizenship or Place of Organization Arkansas |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 Sole Voting Power 183,283 |
| | 8 Shared Voting Power 0 |
| | 9 Sole Dispositive Power 183,283 |
| | 10 Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 183,283 |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> |
| 13 | Percent of Class Represented by Amount in Row (11) 0.6 |
| 14 | Type of Reporting Person (See Instructions) OO |

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| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Warren & Harriet Stephens Children's Trust | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) WC, AF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 931,038 |
| | 8 | Shared Voting Power 0 |
| | 9 | Sole Dispositive Power 931,038 |
| | 10 | Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 931,038 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 3.0 | |
| 14 | Type of Reporting Person (See Instructions) OO | |

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| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Warren Miles Amerine Stephens 95 Trust | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) WC, AF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 56,633 |
| | 8 | Shared Voting Power 0 |
| | 9 | Sole Dispositive Power 56,633 |
| | 10 | Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 56,633 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 0.2 | |
| 14 | Type of Reporting Person (See Instructions) OO | |

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| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Warren Miles Amerine Stephens Trust | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) WC | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 6,352 |
| | 8 | Shared Voting Power 0 |
| | 9 | Sole Dispositive Power 6,352 |
| | 10 | Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 6,352 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 0.0 | |
| 14 | Type of Reporting Person (See Instructions) OO | |

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|--|---|--------------------------------------|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) | |
| | John Calhoun Stephens 95 Trust | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) WC, AF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 56,633 |
| | 8 | Shared Voting Power 0 |
| | 9 | Sole Dispositive Power 56,633 |
| | 10 | Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 56,633 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 0.2 | |
| 14 | Type of Reporting Person (See Instructions) OO | |

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|--|---|--------------------------|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) | |
| | John Calhoun Stephens Trust | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) | |
| | WC | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | |
| | <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization | |
| | Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power |
| | | 6,352 |
| | 8 | Shared Voting Power |
| | | 0 |
| | 9 | Sole Dispositive Power |
| | | 6,352 |
| | 10 | Shared Dispositive Power |
| | | 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person | |
| | 6,352 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | |
| | <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) | |
| | 0.0 | |
| 14 | Type of Reporting Person (See Instructions) | |
| | OO | |

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|--|---|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Laura Whitaker Stephens 95 Trust |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> |
| 3 | SEC Use Only |
| 4 | Source of Funds (See Instructions) WC, AF |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> |
| 6 | Citizenship or Place of Organization Arkansas |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 Sole Voting Power 56,633 |
| | 8 Shared Voting Power 0 |
| | 9 Sole Dispositive Power 56,633 |
| | 10 Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 56,633 |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> |
| 13 | Percent of Class Represented by Amount in Row (11) 0.2 |
| 14 | Type of Reporting Person (See Instructions) OO |

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|--|---|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Laura Whitaker Stephens Trust |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> |
| 3 | SEC Use Only |
| 4 | Source of Funds (See Instructions) WC |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> |
| 6 | Citizenship or Place of Organization Arkansas |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 Sole Voting Power 6,352 |
| | 8 Shared Voting Power 0 |
| | 9 Sole Dispositive Power 6,352 |
| | 10 Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 6,352 |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> |
| 13 | Percent of Class Represented by Amount in Row (11) 0.0 |
| 14 | Type of Reporting Person (See Instructions) OO |

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|--|---|---------------------------------------|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Curtis F. Bradbury, Jr. | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) OO | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 234,972 |
| | 8 | Shared Voting Power 0 |
| | 9 | Sole Dispositive Power 234,972 |
| | 10 | Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 234,972 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 0.8 | |
| 14 | Type of Reporting Person (See Instructions) IN | |

| | | |
|--|---|---------------------------------------|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Douglas H. Martin | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) PF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 167,240 |
| | 8 | Shared Voting Power 6,300 |
| | 9 | Sole Dispositive Power 167,240 |
| | 10 | Shared Dispositive Power 6,300 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 173,540 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 0.6 | |
| 14 | Type of Reporting Person (See Instructions) IN | |

| | |
|--|---|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) WAS Conn's Annuity Trust One |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> |
| 3 | SEC Use Only |
| 4 | Source of Funds (See Instructions) AF |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> |
| 6 | Citizenship or Place of Organization Arkansas |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 Sole Voting Power 206,116 |
| | 8 Shared Voting Power 0 |
| | 9 Sole Dispositive Power 206,116 |
| | 10 Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 206,116 |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> |
| 13 | Percent of Class Represented by Amount in Row (11) 0.7 |
| 14 | Type of Reporting Person (See Instructions) OO |

| | |
|--|---|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) WAS Family Trust One |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> |
| 3 | SEC Use Only |
| 4 | Source of Funds (See Instructions) PF |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> |
| 6 | Citizenship or Place of Organization Arkansas |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 Sole Voting Power 430,000 |
| | 8 Shared Voting Power 0 |
| | 9 Sole Dispositive Power 430,000 |
| | 10 Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 430,000 |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> |
| 13 | Percent of Class Represented by Amount in Row (11) 1.4 |
| 14 | Type of Reporting Person (See Instructions) OO |

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|--|--|---------------------------------------|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) Paula W. and John P. Calhoun Family Trust UID 6-29-2016 | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) PF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power 500,000 |
| | 8 | Shared Voting Power 0 |
| | 9 | Sole Dispositive Power 500,000 |
| | 10 | Shared Dispositive Power 0 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person 500,000 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) 1.6 | |
| 14 | Type of Reporting Person (See Instructions) OO | |

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|--|---|--------------------------|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) | |
| | Warren A. Stephens | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) | |
| | PF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | |
| | <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization | |
| | Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power |
| | | 3,114,406 |
| | 8 | Shared Voting Power |
| | | 2,859,942 |
| | 9 | Sole Dispositive Power |
| | | 3,114,406 |
| | 10 | Shared Dispositive Power |
| | | 2,859,942 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person | |
| | 5,974,348 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | |
| | <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) | |
| | 19.5 | |
| 14 | Type of Reporting Person (See Instructions) | |
| | IN | |

| | | |
|--|---|--------------------------|
| 1 | Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only) | |
| | Harriet C. Stephens | |
| 2 | Check the Appropriate Box if a Member of a Group (See Instructions) (a) <input type="checkbox"/> (b) <input checked="" type="checkbox"/> | |
| 3 | SEC Use Only | |
| 4 | Source of Funds (See Instructions) | |
| | PF | |
| 5 | Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e) | |
| | <input type="checkbox"/> | |
| 6 | Citizenship or Place of Organization | |
| | Arkansas | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | 7 | Sole Voting Power |
| | | 0 |
| | 8 | Shared Voting Power |
| | | 2,805,686 |
| | 9 | Sole Dispositive Power |
| | | 0 |
| | 10 | Shared Dispositive Power |
| | | 2,805,686 |
| 11 | Aggregate Amount Beneficially Owned by Each Reporting Person | |
| | 2,805,686 | |
| 12 | Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) | |
| | <input type="checkbox"/> | |
| 13 | Percent of Class Represented by Amount in Row (11) | |
| | 9.1 | |
| 14 | Type of Reporting Person (See Instructions) | |
| | IN | |

Introductory Statement

This Amendment No. 17 to Schedule 13D relates to the Common Stock, par value \$.01 per share (the “Common Stock”), of Conn’s Inc., a Delaware corporation (the “Issuer”). This Amendment No. 17 amends and supplements (i) the statement originally filed on December 18, 2003 with the Securities and Exchange Commission (the “Commission”) by the reporting persons, (ii) Amendment No. 1 to the statement filed on June 2, 2004 with the Commission by the reporting persons, (iii) Amendment No. 2 to the statement filed on September 17, 2007 with the Commission by the reporting persons, (iv) Amendment No. 3 to the statement filed on February 1, 2008 with the Commission by the reporting persons, (v) Amendment No. 4 to the statement filed on October 8, 2008 with the Commission by the reporting persons, (vi) Amendment No. 5 to the statement filed on November 18, 2009 with the Commission by the reporting persons, (vii) Amendment No. 6 to the statement filed on October 22, 2010 with the Commission by the reporting persons, (viii) Amendment No. 7 to the statement filed on November 9, 2010 with the Commission by the reporting persons, (ix) Amendment No. 8 to the statement filed on December 15, 2010 with the Commission by the reporting persons, (x) Amendment No. 9 to the statement filed on January 13, 2012 with the Commission by the reporting persons, (xi) Amendment No. 10 to the statement filed on April 23, 2012 with the Commission by the reporting persons, (xii) Amendment No. 11 to the statement filed on December 12, 2012 with the Commission by the reporting persons, (xiii) Amendment No. 12 to the statement filed on January 10, 2013 with the Commission by the reporting persons, (xiv) Amendment No. 13 to the statement filed on December 10, 2013 with the Commission by the reporting persons, (xv) Amendment No. 14 to the statement filed on February 29, 2016 with the Commission by the reporting persons, (xvi) Amendment No. 15 to the statement filed on March 21, 2016 with the Commission by the reporting persons, and (xvii) Amendment No. 16 to the statement filed on April 8, 2016 with the Commission by the reporting persons (collectively, the “Prior Filings” and collectively with this Amendment No. 17, this “Statement”). Unless otherwise defined herein, capitalized terms used herein shall have the meanings ascribed thereto in the Prior Filings. Except as set forth below, there are no changes to the Prior Filings.

This Amendment No. 17 is filed to report an increase by more than one percent in the percentage of outstanding Common Stock owned collectively by the reporting persons.

ITEM 2. IDENTITY AND BACKGROUND.

Item 2 of the Statement is supplemented by adding the following reporting persons:

WAS Family Trust One UID 3-31-2009 is a trust formed under the laws of the State of Arkansas. Its Trustee is Harriet C. Stephens. Its principal address is 111 Center St., Little Rock, AR 72201.

Paula W. and John P. Calhoun Family Trust UID 6-29-2016 is a trust formed under the laws of the State of Arkansas. Its Trustee is Warren A. Stephens. Its principal address is 111 Center St., Little Rock, AR 72201.

Warren A. Stephens is President and CEO of Stephens Inc. and Manager of Stephens Investments Holdings LLC, each with a business address of 111 Center St., Little Rock, AR 72201.

Harriet C. Stephens has a business address of 111 Center St., Little Rock, AR 72201.

Mr. and Mrs. Stephens are citizens of the United States. During the last five years, none of the individuals or entities listed above have been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors), or been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.

ITEM 3. SOURCE AND AMOUNT OF FUNDS OR OTHER CONSIDERATION.

Item 3 of the Statement is supplemented by adding the following: Stephens Investments Holdings LLC used working capital to purchase 250,000 shares of the Common Stock in the open market on April 8, 2016 at an average price of \$10.7398 per share.

On July 15, 2016, the following reporting persons purchased from Luxor Capital Group, L.P. a combined 1 million shares of the Common Stock for \$7,100,000 in a private transaction, allocated as follows: (i) Warren A. Stephens Grantor Trust purchased 285,000 shares of Common Stock for \$2,023,500, (ii) Warren A. Stephens purchased through his Roth IRA account 285,000 shares of the Common Stock for \$2,023,500, and (iii) WAS Family Trust One UID 3-31-2009 purchased 430,000 shares of the Common Stock for \$3,053,000. The reporting persons used personal funds in making the purchases.

ITEM 4. PURPOSE OF TRANSACTION.

Item 4 of the Statement is supplemented by adding the following: The purchases described in Item 3 of this Amendment No. 17 were made for investment purposes. None of the reporting persons have any plans or proposals which relate to or would result in any of the actions set forth in subsections (a) through (j) of Item 4.

ITEM 5. INTEREST IN SECURITIES OF THE ISSUER

Items 5(a) and 5(b) of the Statement are amended and restated to read in their entirety as follows:

(a, b) The following table discloses the beneficial ownership of the Common Stock by the reporting persons and their respective directors and control persons. Because of interrelationships among the various reporting persons, certain shares of the Common Stock may be reported as being beneficially owned by more than one person. The aggregate number of shares owned by such persons is 6,382,860, representing approximately 20.8% of the outstanding Common Stock.

| Name | Number of Shares Beneficially Owned | Percent of Outstanding Shares(1) | Voting Power | | Dispositive Power | |
|--|-------------------------------------|----------------------------------|--------------|-----------|-------------------|-----------|
| | | | Sole | Shared | Sole | Shared |
| Stephens Investments Holdings LLC | 2,727,920 | 8.9 | 2,727,920 | 0 | 2,727,920 | 0 |
| Stephens Inc.(2) | 136,686 | 0.4 | 82,430 | 54,256 | 82,430 | 54,256 |
| Warren A. Stephens Grantor Trust | 385,350 | 1.3 | 385,350 | 0 | 385,350 | 0 |
| Harriet C. Stephens Trust | 183,283 | 0.6 | 183,283 | 0 | 183,283 | 0 |
| Warren & Harriet Stephens Children's Trust | 931,038 | 3.0 | 931,038 | 0 | 931,038 | 0 |
| Warren Miles Amerine Stephens 95 Trust | 56,633 | 0.2 | 56,633 | 0 | 56,633 | 0 |
| Warren Miles Amerine Stephens Trust | 6,352 | 0.0 | 6,352 | 0 | 6,352 | 0 |
| John Calhoun Stephens 95 Trust | 56,633 | 0.2 | 56,633 | 0 | 56,633 | 0 |
| John Calhoun Stephens Trust | 6,352 | 0.0 | 6,352 | 0 | 6,352 | 0 |
| Laura Whitaker Stephens 95 Trust | 56,633 | 0.2 | 56,633 | 0 | 56,633 | 0 |
| Laura Whitaker Stephens Trust | 6,352 | 0.0 | 6,352 | 0 | 6,352 | 0 |
| Curtis F. Bradbury, Jr. | 234,972 | 0.8 | 234,972 | 0 | 234,972 | 0 |
| Douglas H. Martin(3) | 173,540 | 0.6 | 167,240 | 6,300 | 167,240 | 6,300 |
| Warren A. Stephens(4) | 5,974,348 | 19.5 | 3,114,406 | 2,859,942 | 3,114,406 | 2,859,942 |
| Harriet C. Stephens(5) | 2,805,686 | 9.1 | 0 | 2,805,686 | 0 | 2,805,686 |
| WAS Conn's Annuity Trust One | 206,116 | 0.7 | 206,116 | 0 | 206,116 | 0 |
| WAS Family Trust One | 430,000 | 1.4 | 430,000 | 0 | 430,000 | 0 |
| Paula W. and John P. Calhoun Family Trust | 500,000 | 1.6 | 500,000 | 0 | 500,000 | 0 |

- (1) Based on 30,698,177 shares of the Common Stock reported by the Issuer as outstanding as of May 26, 2016, as set forth in the Form 10Q filed by the Issuer on June 2, 2016.
- (2) Includes 82,430 shares owned directly, as to which Stephens Inc. has sole voting power and sole dispositive power, and 54,256 shares held in discretionary trading accounts on behalf of Stephens Inc. clients as to which the firm may be deemed to have shared voting power and shared dispositive power.
- (3) Includes 50,000 shares owned by Martin Family 2016 Trust UID 6-14-2016, and 43,730 shares owned by Douglas H. Martin Trust UID 4-18-2014, as to which Mr. Martin, as sole Trustee of the trusts, has sole voting power and sole dispositive power. Also includes 1,633 shares owned directly as to which Mr. Martin has sole voting power and sole dispositive power. Also includes 800 shares owned by Douglas Martin Custodian for Haven Celeste Martin as to which Mr. Martin has sole voting power and sole dispositive power, and 1,600 shares owned by Mr. Martin's children as to which Mr. Martin has shared voting and dispositive power pursuant to powers of attorney. Also includes 26,827 shares owned through Roth IRA accounts as to which Mr. Martin has sole voting and dispositive power, and includes 4,250 shares owned through IRA accounts as to which Mr. Martin has sole voting and dispositive power. Also includes 3,100 shares owned by Mr. Martin's spouse as custodian for a minor child, as to which Mr. Martin may be deemed to have shared voting and dispositive power. Also includes 1,600 shares owned by a charitable foundation of which Mr. Martin is a co-trustee, as to which Mr. Martin has shared voting and dispositive power. Also includes 40,000 shares which Mr. Martin has the right to receive upon the exercise of options, and as to which Mr. Martin would have sole voting power and sole dispositive power.

- (4) Includes 2,727,920 shares owned by Stephens Investments Holdings LLC as to which Mr. Stephens, as Manager of the LLC, may be deemed to have sole voting power and sole dispositive power. Also includes 82,430 shares owned by Stephens Inc. as to which Mr. Stephens, as President of Stephens Inc., may be deemed to have sole voting power and sole dispositive power, and 54,256 shares held in discretionary trading accounts on behalf of clients of Stephens Inc. as to which Mr. Stephens, as President of Stephens Inc., may be deemed to have shared voting power and shared dispositive power. Also includes 6,352 shares owned by each of Warren Miles Amerine Stephens Trust, John Calhoun Stephens Trust, and Laura Whitaker Stephens Trust, as to which Mr. Stephens, as sole Trustee of the trusts, has sole voting power and sole dispositive power. Also includes 183,283 shares owned by Harriet C. Stephens Trust, 385,350 shares owned by Warren A. Stephens Grantor Trust, 206,116 shares owned by WAS Conn's Annuity Trust One, and 56,633 shares owned by each of Warren M. A. Stephens 95 Trust, John Calhoun Stephens 95 Trust, and Laura Whitaker Stephens 95 Trust, as to which Harriet C. Stephens is Trustee and as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens. Also includes 931,038 shares owned by Warren & Harriet Stephens Childrens Trust, Harriet C. Stephens, Co-Trustee, as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens. Also includes 430,000 shares owned by WAS Family Trust One, Harriet C. Stephens, Trustee, as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens. Also includes 500,000 shares owned by Paula W. and John P. Calhoun Family Trust UID 6-29-2016, as to which Mr. Stephens, as Trustee, may be deemed to have shared voting power and shared dispositive power with Ms. Stephens.
- (5) Includes 183,283 shares owned by Harriet C. Stephens Trust, 385,350 shares owned by Warren A. Stephens Grantor Trust, 206,116 shares owned by WAS Conn's Annuity Trust One, and 56,633 shares owned by each of Warren M. A. Stephens 95 Trust, John Calhoun Stephens 95 Trust, and Laura Whitaker Stephens 95 Trust, as to which Harriet C. Stephens is Trustee and as to which Ms. Stephens may be deemed to have shared voting and dispositive power with Mr. Stephens. Also includes 931,038 shares owned by Warren & Harriet Stephens Childrens Trust, Harriet C. Stephens, Co-Trustee, as to which Ms. Stephens may be deemed to have shared voting and dispositive power. Also includes 430,000 shares owned by WAS Family Trust One, Harriet C. Stephens, Trustee, as to which Ms. Stephens may be deemed to have shared voting and dispositive power with Mr. Stephens. Also includes 500,000 shares owned by Paula W. and John P. Calhoun Family Trust UID 6-29-2016, Warren Stephens, Trustee, as to which Ms. Stephens may be deemed to have shared voting power and shared dispositive power with Mr. Stephens.

Item 5(c) of the Statement is supplemented by adding the following: The following transactions in the Common Stock have occurred during the past sixty days:

Stephens Investments Holdings LLC purchased 250,000 shares of the Common Stock in the open market on April 8, 2016 at an average price of \$10.7398 per share.

Warren A. Stephens Grantor Trust, Warren A. Stephens through his Roth IRA account, and WAS Family Trust One UID 3-31-2009, purchased a combined 1 million shares of the Common Stock for \$7.1 million as described in Item 3 above.

A revocable trust owned by Douglas H. Martin, Douglas H. Martin Trust UID 4-18-2014, gifted 50,000 shares of the Common Stock to Martin Family 2016 Trust UID 6-14-2016, Douglas Martin, Trustee, on June 14, 2016.

Harriet C. Stephens Trust gifted 500,000 shares of the Common Stock to Paula W. and John P. Calhoun Family Trust UID 6-29-2016, Warren A. Stephens, Trustee, effective as of June 29, 2016.

ITEM 6. CONTRACTS, ARRANGEMENTS, UNDERSTANDINGS OR RELATIONSHIPS WITH RESPECT TO SECURITIES OF THE ISSUER.

On July 15, 2016, Warren A. Stephens Grantor Trust, Warren A. Stephens through his Roth IRA account, and WAS Family Trust One UID 3-31-2009, purchased from Luxor Capital Group, L.P. a combined \$10 million par value of Conn's Inc. 7.25% bonds maturing 07/15/2022 (CUSIP: 208242AB3) (the "Bonds") for a purchase price of \$7,260,084.30, allocated as follows: (i) Warren A. Stephens Grantor Trust purchased \$2,722,425.00 par value of the Bonds for \$1,976,504.41, (ii) Warren A. Stephens purchased through his Roth IRA account \$2,722,427.00 par value of the Bonds for \$1,976,505.86, and (iii) WAS Family Trust One UID 3-31-2009 purchased \$4,555,148.00 par value of the Bonds for \$3,307,074.03. The reporting persons used personal funds in making the purchases.

ITEM 7. MATERIAL TO BE FILED AS EXHIBITS.

- Exhibit 1 Agreement to File Joint Schedule 13D
- Exhibit 2 Power of Attorney signed by Harriet C. Stephens, as Trustee of the WAS Family Trust One UID 3-31-2009
- Exhibit 3 Power of Attorney signed by Warren A. Stephens, as Trustee of the Paula W. & John P. Calhoun Family Trust UID 6-29-2016
- Exhibit 4 Power of Attorney signed by Warren A. Stephens
- Exhibit 5 Power of Attorney signed by Harriet C. Stephens

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

July 19, 2016

Date

/s/ David A. Knight

David A. Knight, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Warren A. Stephens Grantor Trust, Harriet C. Stephens Trust, Warren & Harriet Stephens Children's Trust, Warren Miles Amerine Stephens 95 Trust, Warren Miles Amerine Stephens Trust, John Calhoun Stephens 95 Trust, John Calhoun Stephens Trust, Laura Whitaker Stephens 95 Trust, Laura Whitaker Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, WAS Conn's Annuity Trust One, WAS Family Trust One, Paula W. and John P. Calhoun Family Trust, Warren A. Stephens, and Harriet C. Stephens

AGREEMENT TO FILE JOINT SCHEDULE 13D

Each of the undersigned, being a record owner or "beneficial owner" of the common stock of Conn's, Inc. ("Common Stock"), hereby agrees to jointly file a Schedule 13D with respect to their respective holdings of the Common Stock and to include this agreement as an exhibit to such Schedule 13D.

IN WITNESS WHEREOF, each of the undersigned has executed and delivered this agreement as of the 19th day of July, 2016.

/s/ David A. Knight

David A. Knight, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Warren A. Stephens Grantor Trust, Harriet C. Stephens Trust, Warren & Harriet Stephens Children's Trust, Warren Miles Amerine Stephens 95 Trust, Warren Miles Amerine Stephens Trust, John Calhoun Stephens 95 Trust, John Calhoun Stephens Trust, Laura Whitaker Stephens 95 Trust, Laura Whitaker Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, WAS Conn's Annuity Trust One, WAS Family Trust One, Paula W. and John P. Calhoun Family Trust, Warren A. Stephens, and Harriet C. Stephens

POWER OF ATTORNEY

For Obtaining Edgar Filing Codes,
Executing Forms 3, 4 and 5, and
Schedules 13G and 13D

KNOW ALL PERSONS BY THESE PRESENTS, that the undersigned hereby constitutes and appoints David A. Knight, William B. Keisler and Todd C. Ferguson the undersigned's true and lawful attorneys-in-fact to:

(1) execute, for and on behalf of the undersigned, any one or more Forms 3, 4, and 5 in accordance with Section 16(a) of the Securities and Exchange Act of 1934, as amended (the "34 Act"), and the rules thereunder; and Schedules 13G and 13D and amendments thereto in accordance with Section 13 of The 34 Act and the rules thereunder;

(2) do and perform any and all acts, for and on behalf of the undersigned, that may be necessary or desirable to complete the execution of any such Form 3, 4, or 5 or Schedules 13G and 13D, and the timely filing of such forms and schedules with the United States Securities and Exchange Commission and any other authority, including without limitation, submitting all documents and applications necessary to obtain Edgar filing codes or any other access codes or permissions.

(3) take any other action of any type whatsoever in connection with the foregoing that, in the opinion of any such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned, pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in his discretion.

The undersigned hereby grants to the foregoing attorneys-in-fact full power and authority to do and perform all and every act and thing whatsoever requisite, necessary, and proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as such attorneys-in-fact might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorneys-in-fact, or their substitutes, shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and power herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming any of the undersigned's responsibilities to comply with Sections 13 and 16 of the Securities and Exchange Act of 1934, as amended, or other applicable Securities laws or rules.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 18th day of July, 2016.

/s/ Harriet C. Stephens

Harriet C. Stephens, as Trustee of the
WAS Family Trust One UID 3-31-2009

POWER OF ATTORNEY

For Obtaining Edgar Filing Codes,
Executing Forms 3, 4 and 5, and
Schedules 13G and 13D

KNOW ALL PERSONS BY THESE PRESENTS, that the undersigned hereby constitutes and appoints David A. Knight, William B. Keisler and Todd C. Ferguson the undersigned's true and lawful attorneys-in-fact to:

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The undersigned hereby grants to the foregoing attorneys-in-fact full power and authority to do and perform all and every act and thing whatsoever requisite, necessary, and proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as such attorneys-in-fact might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorneys-in-fact, or their substitutes, shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and power herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming any of the undersigned's responsibilities to comply with Sections 13 and 16 of the Securities and Exchange Act of 1934, as amended, or other applicable Securities laws or rules.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 18th day of July, 2016.

/s/ Warren A. Stephens

Warren A. Stephens, as Trustee of the
Paula W. & John P. Calhoun Family Trust
UID 6-29-2016

POWER OF ATTORNEY

For Obtaining Edgar Filing Codes,
Executing Forms 3, 4 and 5, and
Schedules 13G and 13D

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(1) execute, for and on behalf of the undersigned, any one or more Forms 3, 4, and 5 in accordance with Section 16(a) of the Securities and Exchange Act of 1934, as amended (the "34 Act"), and the rules thereunder; and Schedules 13G and 13D and amendments thereto in accordance with Section 13 of The 34 Act and the rules thereunder;

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IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 18th day of July, 2016.

/s/ Warren A. Stephens
Warren A. Stephens

POWER OF ATTORNEY

For Obtaining Edgar Filing Codes,
Executing Forms 3, 4 and 5, and
Schedules 13G and 13D

KNOW ALL PERSONS BY THESE PRESENTS, that the undersigned hereby constitutes and appoints David A. Knight, William B. Keisler and Todd C. Ferguson the undersigned's true and lawful attorneys-in-fact to:

(1) execute, for and on behalf of the undersigned, any one or more Forms 3, 4, and 5 in accordance with Section 16(a) of the Securities and Exchange Act of 1934, as amended (the "34 Act"), and the rules thereunder; and Schedules 13G and 13D and amendments thereto in accordance with Section 13 of The 34 Act and the rules thereunder;

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(3) take any other action of any type whatsoever in connection with the foregoing that, in the opinion of any such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned, pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in his discretion.

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IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 18th day of July, 2016.

/s/ Harriet C. Stephens
Harriet C. Stephens