FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

OMB APPROVAL										
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

			or Section 30(n) of the Investment Company Act of 1940				
1. Name and Address of Reporting Person*  DE LA FUENTE REYMUNDO JR			2. Issuer Name and Ticker or Trading Symbol CONNS INC [ CONN ]	(Check	tionship of Reporting Person all applicable) Director Officer (give title	n(s) to Issuer  10% Owner Other (specify	
Last) (First) (Middle) 3295 COLLEGE STREET		(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 07/08/2011	X	Senior VP - Cre	below)	
(Street) BEAUMONT (City)	TX (State)	77701 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line) X	idual or Joint/Group Filing ( Form filed by One Report Form filed by More than C Person	ing Person	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned											
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)			4. Securities Disposed Of			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Common Stock	07/08/2011		M		500	A	\$8.21	36,500	D		
Common Stock	07/08/2011		S		500	D	\$9.396	36,000	D		
Common Stock	07/11/2011		M		7,570	A	\$8.21	43,570	D		
Common Stock	07/11/2011		S		7,570	D	\$9.15	36,000	D		
Common Stock	07/12/2012		М		17,507	A	\$8.21	53,507	D		
Common Stock	07/12/2011		S		17,507	D	\$9.1002	36,000	D		

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

	(e.g., puts, cans, warrants, options, conventible 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)		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)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Common Stock Options	\$8.21	07/08/2011		M			500	(1)	07/15/2011	Common Stock	500	\$0 <sup>(2)</sup>	41,500	D	
Common Stock Options	\$8.21	07/11/2011		М			7,570	(1)	07/15/2011	Common Stock	7,570	\$0 <sup>(2)</sup>	33,930	D	
Common Stock Option	\$8.21	07/12/2011		M			17,507	(1)	07/15/2011	Common Stock	17,507	\$0 <sup>(2)</sup>	16,423	D	

## Explanation of Responses:

- $1.\ Original\ stock\ options\ granted\ July\ 15,\ 2011,\ and\ vested\ in\ five\ equal\ installments.\ Options\ expire\ fully\ on\ July\ 15,\ 2011.$
- $2.\ Not\ a\ required\ reportable\ field.\ SEC\ software\ requires\ a\ dollar\ amount;\ use\ zeros\ per\ SEC.$

/s/ Reymundo de la Fuente 07/12/2011

\*\* 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.