SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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

1. Name and Address of Reporting Person*	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
DE LA FUENTE REYMUNDO JR	CONNS INC [CONN]	

Reporting Person Address:
(Last) (First) (Middle)
3295 COLLEGE STREET
(Street)
BEAUMONT TX 77701
(City) (State) (Zip)

3. Date of Earliest Transaction (Month/Day/Year)
07/08/2011

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Director — 10% Owner
X Officer (give title below) — Other (specify below)
Senior VP - Credit

6. Individual or Joint/Group Filing (Check Applicable Line)
X 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. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8) Code	V	4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) Amount	(A) or (D)	Price	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (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		M		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)

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. Transaction Code (Instr. 8) Code	V	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A)	(D)	6. Date Exercisable and Expiration Date (Month/Day/Year) Date Exercisable	Expiration Date	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) Title	Amount or Number of Shares	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)
Common Stock Options	$8.21	07/08/2011		M			500	(1)	07/15/2011	Common Stock	500	$0[2]	41,500	D	
Common Stock Options	$8.21	07/11/2011		M			7,570	(1)	07/15/2011	Common Stock	7,570	$0[2]	33,930	D	
Common Stock Option	$8.21	07/12/2011		M			17,507	(1)	07/15/2011	Common Stock	17,507	$0[2]	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