FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 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
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1. Name and Addres <u>STEPHENS I</u>	s of Reporting Persor <u>IARRIET C</u>	*	2. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X 10% Owner					
(Last) 111 CENTER ST	t) (First) (Middle) CENTER STREET		3. Date of Earliest Transaction (Month/Day/Year) 11/18/2010	Officer (give title Other (specify below) below)					
			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable					
(Street)				Line)					
LITTLE ROCK	۸D	72201		X Form filed by One Reporting Person					
	AK			Form filed by More than One Reporting Person					
(City)	(State)	(Zip)							

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)	Transaction Code (Instr.		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			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	11/18/2010		X		329	A	\$2.7	658	I	By LLC
Common Stock	11/19/2010		X		424	A	\$2.7	848	Ι	By trust
Common Stock								4,353,157 ⁽¹⁾	Ι	By voting trust

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. 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				
Subscription Rights (right to buy)	\$2.7	11/18/2010		x			329	11/08/2010	11/23/2010	Common Stock	329	\$0	0	Ι	By LLC
Subscription Rights (right to buy)	\$2.7	11/19/2010		x			424	11/08/2010	11/23/2010	Common Stock	424	\$0	0	I	By Trust
Subscription Rights (right to buy)	\$2.7							11/08/2010	11/23/2010	Common Stock	4,353,157		4,353,157	I	By Trust

Explanation of Responses:

1. Includes 22,808 shares beneficially owned by Warren A. Stephens Trust, and 149,199 shares beneficially owned by Stephens Inc. Also includes 2,000,000 shares beneficially owned by WAS Conns Annuity Trust One, 188,515 shares beneficially owned by Stephens Investments Holdings LLC, and 168,498 shares beneficially owned by Warren A. Stephens Grantor Trust. Also includes 739,100 shares beneficially owned by Harriet C. Stephens Trust. Also includes 918,123 shares beneficially owned by Warren and Harriet Stephens Children's Trust, 51,282 shares beneficially owned by each of Warren Miles Amerine Stephens 95 Trust, John Calhoun Stephens 95 Trust, and Laura Whitaker Stephens 95 Trust, and 4,356 shares beneficially owned by each of three additional childrens trusts.

Remarks:

Todd Ferguson, attorney in fact 11/22/2010

for reporting person

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 \ast 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.