

| 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).

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* JACOBY JON E M (Last) (First) (Middle) 100 MORGAN KEEGAN DRIVE SUITE 500 (Street) LITTLE ROCK AR 72202 (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below) |
| | 3. Date of Earliest Transaction (Month/Day/Year) 03/28/2013 | |
| | 4. If Amendment, Date of Original Filed (Month/Day/Year) 04/01/2013 | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|-------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Stock | 03/28/2013 | | J ⁽¹⁾ | | 832,222 | D | \$0 | 5,305,343 ⁽²⁾ | I | By SG-1890, LLC |
| Common Stock | 03/28/2013 | | J ⁽¹⁾ | | 624,167 | A | \$0 | 687,145 ⁽³⁾ | D | |
| Common Stock | 03/28/2013 | | J ⁽¹⁾ | | 208,055 | A | \$0 | 208,055 ⁽⁴⁾ | I | By Coral Two Corporation |

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) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 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 | | | | | |

Explanation of Responses:

- Effective March 28, 2013, SG-1890, LLC distributed an aggregate of 832,222 shares, representing 624,167 shares to the reporting person and 208,055 shares to Coral Two Corporation, a corporation wholly owned by the reporting person. Such shares represent the pecuniary interests of the reporting person and Coral Two Corporation in SG-1890, LLC. These shares were previously reported as being owned indirectly through SG-1890 and are now being reported as directly owned by the reporting person and Coral Two Corporation in connection with the distribution.
- 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. This line amends and replaces line 1 of Table I of the Form 4/A filed on June 25, 2013 (the "Amended Report"), which amended and replaced the original Form 4 filed on April 1, 2013.
- This line amends and replaces line 2 of Table I of the Amended Report.
- This line amends and replaces line 3 of Table I of the Amended Report.

Ronald M. Clark, Attorney-in- 07/01/2013
fact for reporting person

** 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.