FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APP | ROVAL |
|---------------------|-----------|
| OMB Number: | 3235-0287 |
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| 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* Stephens Group, LLC | | | | | | 2. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN] | | | | | | | | | | | p of Reportin blicable) ctor | Ü | rson(s) to Is | |
|--|--------|------|--|--------------------------------|---|--|---|--|--|-------|---------------------|---|---------------------------------|--------|--|--|---|---|--|--|
| (Last) (First) (Middle) 100 MORGAN KEEGAN DRIVE | | | | | 3. Date of Earliest Transaction (Month/Day/Year) 12/01/2010 | | | | | | | | | | | Offic belov | er (give title w) | | Other below) | (specify |
| (Street) LITTLE (City) | ROCK A | | 72202 (Zip) | | 4. If | Ame | endment | , Date o | of Original | Filed | I (Month/Da | ay/Ye | ar) | | ne) X | Form | r Joint/Group n filed by One n filed by Mor on | e Rep | oorting Pers | on |
| | | Tabl | le I - No | n-Deriv | ative | Se | curitie | s Ac | quired, | Dis | posed o | f, o | r Bene | eficia | ally O | wne | ed | | | |
| 1. Title of Security (Instr. 3) 2. Transac Date (Month/Da | | | | | Execution Date, | | | 3. Transaction Code (Instr.) 8) 4. Securities Acquire Disposed Of (D) (Instr. 5) | | | | | and Securit Benefic Owned | | icially d Following | Forn (D) (| wnership m: Direct or Indirect nstr. 4) | 7. Nature of Indirect Beneficial Ownership | | |
| | | | | | | | | | Code | v | Amount | | (A) or (D) | Price | . т | Reported Transaction(s) (Instr. 3 and 4) | | | | (Instr. 4) |
| Common Stock 12/01/2 | | | | | /2010 | | | | x | | 2,648,931 | | A | \$2.7 | | 8,415,991(1) | | | I | By SG- 1890, LLC |
| | | Та | | | | | | | | | sed of, onvertib | | | | y Owr | ned | | | | |
| Derivative Conversion Date E Security or Exercise (Month/Day/Year) if | | | 3A. Deem Executior if any (Month/Da | n Date, Transacti Code (Ins | | Instr. | of Deriv Secu Acqu (A) o Dispo | r osed) r. 3, 4 | 6. Date Exercisable and Expiration Date (Month/Day/Year) Date Expiration Exercisable Date | | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4) Amour or Numbe of | | | 8. Price Deriva Securir (Instr. ! | tive derivative ty Securities | | F I | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |

Explanation of Responses:

1. Represents total shares of Conn's, Inc. Common Stock held by SG-1890, LLC. The reporting person is the Manager of SG-1890, LLC. The reporting person disclaims beneficial ownership of such shares except to the extent of its pecuniary interest therein.

Ronald M. Clark, Attorney-infact for reporting person

06/24/2013

** 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.