FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

UNID APPROVAL									
OMB Number:	3235-0287								
Estimated average burden									
hours per response:	0.5								

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

1. Name and Address of Reporting Person* <u>STEPHENS INC /AR/</u>				2. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN]								Relationship of Reporting Person(s) to Issuer (Check all applicable) Director X 10% Owner							
(Last) 111 CENT	Last) (First) (Middle)					3. Date of Earliest Transaction (Month/Day/Year) 12/03/2010								Officer (give title Other (specify below)					
(Street) LITTLE R (City)			Z2201 Zip)		4. If	4. If Amendment, Date of Original Filed (Month/Day/Year)							Line	Individual or Joint/Group Filing (Check Applicable le) 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																		
Date			2. Trans Date (Month)	/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Di			Securities Acquired (A) o sposed Of (D) (Instr. 3, 4		5. Amoun Securities Beneficia Owned Fo	s Ily	Form:	Direct Indirect I	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
								Code	v	Amount	(A) or (D)	Price	Transacti	Transaction(s) (Instr. 3 and 4)			(111301.4)		
Common Stock		12/0	3/2010			X		68,361	. A	\$2.7	217,560		I		By voting crust				
	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																		
Derivative Conversion D		3. Transaction Date Execution (Month/Day/Year) 3A. Deeme Execution if any (Month/Day		Date, Transact Code (In		action Derivative I		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 derivativ Securitie Beneficia Owned Following Reported	e s ally g	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)			
					Code	v	(A)	(D)	Date Exercisa		Expiration Date	Title	Amount or Number of Shares		Transact (Instr. 4)	ion(s)			
Subscription Rights (right to buy)	\$2.7	12/03/2010			X			149,199	11/08/20	010	11/23/2010	Common Stock	68,361	\$0	0		D		

Explanation of Responses:

Remarks:

Todd Ferguson, attorney in fact 12/07/2010 for reporting person

** Signature of Reporting Person

Date

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

- * 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.