SEC Form 3

FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Woods Brian K			2. Date of Event Requiring Statement (Month/Day/Year) 05/25/2010 3. Issuer Name and Ticker or Trading Symbol CONNS INC [CONN]									
(Last) 3295 COLLEO	(First)	(Middle)				tionship of Reporting Pers all applicable) Director	()	n(s) to Issuer 10% Owner		5. If Amendment, Date of Original Filed (Month/Day/Year)		
					X	Officer (give title below)	Other (sp below)	ecify		ndividual or Joint/Group Filing (Check blicable Line)		
(Street)					Senior VP - Merchandising			X	X Form filed by One Reporting Person			
BEAUMONT	1X	77701								Form filed by Reporting P	y More than One erson	
(City)	(State)	(Zip)										
Table I - Non-Derivative Securities Beneficially Owned												
1. Title of Security (Instr. 4)					2. Amount of Securities Beneficially Owned (Instr. 4)		Form: Dir	Form: Direct (D) or Indirect (I)		4. Nature of Indirect Beneficial Ownership (Instr. 5)		
Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)												
1. Title of Derivative Security (Instr. 4)			2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securitie Underlying Derivative Security			or Ex	version Exercise	5. Ownership Form: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)	
			Date Exercisable	Expiration Date	n Title		Amount or Number of Shares	Secu	ative	Direct (D) or Indirect (I) (Instr. 5)		
Stock Option (1	Right to buy)		(1)	04/13/2020		Common Stock	15,000	7.	.96	D		
Explanation of Re	esponses:											

1. Vests in 20% increments on each anniversary date of the original grant (which is ten years prior to the expiratation date) until fully vested.

/s/ Brian K. Woods

05/26/2010 ** 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 5 (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.