# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

# **SCHEDULE 13D/A**

Under the Securities Exchange Act of 1934 (Amendment No. 14)

Conn's Inc.

(Name of Issuer)

Common Stock, par value \$.01 per share (Title of Class of Securities)

208242107 (CUSIP Number)

David A. Knight Stephens Investments Holdings LLC 111 Center Street Little Rock, AR 72201 (501) 377-2573

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

 $\label{eq:January 8, 2016} \textbf{(Date of Event which Requires Filing of this Statement)}$ 

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box  $\Box$ .

*Note:* Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7(b) for other parties to whom copies are to be sent.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the notes).

<sup>\*</sup> The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

# SCHEDULE 13D

1	Name of Reporting Persons					
	I.R.S. Identification No. of Above Persons (entities only)					
			stments Holdings LLC			
2	Check the	Ap	propriate Box if a Member of a Group (See Instructions)			
	_					
	(a) □					
3	SEC Use	Only	y .			
4	Source of	Fun	ds (See Instructions)			
	A.T.					
-	AF		Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
5	Check Bo	)X II	Disclosure of Legal Proceedings is Required Pursuant to Items 2(0) or 2(e)			
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6	_	in or	Place of Organization			
O	Citizciisii	ıp oı	Thee of Organization			
	Arkansas					
		7	Sole Voting Power			
NHW	IBER OF		323,673			
	ARES	8	Shared Voting Power			
	FICIALLY					
	NED BY		0			
	ACH	9	Sole Dispositive Power			
	ORTING					
	RSON VITH		323,673			
V	VIIH	10	Shared Dispositive Power			
44						
11	Aggregate Amount Beneficially Owned by Each Reporting Person					
	323,673					
12	323,6/3 Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
14	CHECK DO	,A II	are right-bane randoment in from (11) Exercises Seriain Shares (See Histractions)			
13	_	f Cla	iss Represented by Amount in Row (11)			
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14	Type of F	Repo	rting Person (See Instructions)			
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1			orting Persons				
	1.K.S. 106	I.R.S. Identification No. of Above Persons (entities only)					
	Stephens	Stephens Inc.					
2			propriate Box if a Member of a Group (See Instructions)				
	$\sim$ $\Box$						
3	(a) □ SEC Use						
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4	Source of	f Fur	ds (See Instructions)				
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5		ox if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)				
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6	Citizensh	iip oi	Place of Organization				
	Arkansas						
	7 Sole Voting Power						
			00.400				
	IBER OF	8	82,430 Shared Voting Power				
	IARES FICIALLY	U	Shared voining Fower				
	NED BY		10,956				
	ACH ORTING	9	Sole Dispositive Power				
	RSON		82,430				
V	VITH	10	Shared Dispositive Power				
	10,956						
11	Aggregate Amount Beneficially Owned by Each Reporting Person						
	93,386						
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)						
13	Percent of Class Represented by Amount in Row (11)						
	i creent c	- 010	and represented by ramount in rion (11)				
	0.3						
14	Type of I	Repo	rting Person (See Instructions)				
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1		Name of Reporting Persons I.R.S. Identification No. of Above Persons (entities only)					
			phens Trust				
2	Check th	e Ap	propriate Box if a Member of a Group (See Instructions)				
	(a) 🗆	(b)					
3	SEC Use						
4	Source of	f Fur	ds (See Instructions)				
	WC, AF						
5	Check Bo	ox if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)				
6	Citizonel	in o	Place of Organization				
	Citizensi	про	Trace of Organization				
	Arkansas						
	7 Sole Voting Power						
NIT 13	IDED OF		1,904,247				
	IBER OF IARES	8	Shared Voting Power				
BENE	FICIALLY						
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	ACH ORTING	9	Sole Dispositive Power				
PE	RSON		1,904,247				
V	VITH	10	Shared Dispositive Power				
11	0   Aggregate Amount Beneficially Owned by Each Reporting Person						
11	Aggregate Amount Deliencially Owned by Each Reporting Person						
	1,904,247						
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)						
13	Percent of Class Represented by Amount in Row (11)						
	5.9						
14	Type of I	Repo	rting Person (See Instructions)				
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1	Name of Reporting Persons					
	I.R.S. Identification No. of Above Persons (entities only)					
			ephens Grantor Trust			
2	Check the	e Ap	propriate Box if a Member of a Group (See Instructions)			
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Ü	Citizensii	ıp o	Prace of Organization			
	Arkansas					
		7	Sole Voting Power			
NUM	IBER OF		100,350			
	IARES	8	Shared Voting Power			
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	NED BY ACH	9	0 Sole Dispositive Power			
	ORTING	9	Sole Dispositive Power			
	RSON		100,350			
V	VITH	10	· ·			
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11	Aggregate Amount Beneficially Owned by Each Reporting Person					
	100.250					
12	100,350 Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
12	Check De	,,,,	the riggregate random in row (11) Excludes detain shares (see instructions)			
13	Percent o	f Cla	ass Represented by Amount in Row (11)			
4.4	0.3					
14	Type of F	tepo	rting Person (See Instructions)			
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1	Name of Reporting Persons					
	I.R.S. Identification No. of Above Persons (entities only)					
			phens Trust			
2	Check the	Ap	propriate Box if a Member of a Group (See Instructions)			
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5	Check Bo	x if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
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6	Citizensn	ıp oı	Place of Organization			
	Arkansas					
	1111011000	7	Sole Voting Power			
NUM	BER OF		683,283			
SH	ARES	8	Shared Voting Power			
	FICIALLY					
	NED BY					
	ACH ORTING	9	Sole Dispositive Power			
	RSON		683,283			
	/ITH	10	Shared Dispositive Power			
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11	Aggregate Amount Beneficially Owned by Each Reporting Person					
12	683,283	;f	the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)			
12	CHECK DO	)X 11	the Aggregate Amount in Now (11) Excludes Certain Shares (See instructions)			
13	Percent o	f Cla	ass Represented by Amount in Row (11)			
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14	Type of F	lepo	rting Person (See Instructions)			
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1			orting Persons			
	I.R.S. Ide	I.R.S. Identification No. of Above Persons (entities only)				
	Warren 8	Warren & Harriet Stephens Children's Trust				
2	Check th	е Ар	propriate Box if a Member of a Group (See Instructions)			
	(a) 🗆	(h)				
3	SEC Use					
4	Source of	f Fur	ds (See Instructions)			
	WC, AF					
5	Check Bo	ox if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
6	_	ip oi	Place of Organization			
	Arkansas		Col. Matter Decor			
	7 Sole Voting Power					
NUM	IBER OF		931,038			
SH	IARES	8	Shared Voting Power			
	FICIALLY NED BY		0			
E	ACH	9	Sole Dispositive Power			
	ORTING RSON		024 020			
	VITH	10	931,038 Shared Dispositive Power			
11	Aggregate Amount Beneficially Owned by Each Reporting Person					
	931,038					
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
13	Percent c	f Cla	ass Represented by Amount in Row (11)			
	2.9					
14		Repo	rting Person (See Instructions)			
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1			orting Persons				
	I.R.S. Ide	I.R.S. Identification No. of Above Persons (entities only)					
	Warren N	Warren Miles Amerine Stephens 95 Trust					
2			propriate Box if a Member of a Group (See Instructions)				
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3	(a) □ SEC Use						
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4	Source of	f Fur	ds (See Instructions)				
	WC, AF						
5		ox if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)				
6	Citicanal	·	Diagram of Ourselineting				
O	Citizensi	пр ог	Place of Organization				
	Arkansas	;					
		7	Sole Voting Power				
NII IN	IDED OF		56,633				
	IBER OF IARES	8	Shared Voting Power				
	FICIALLY						
	NED BY ACH	9	0 Sole Dispositive Power				
	ORTING	,	Sole Dispositive I ower				
	RSON		56,633				
V	VITH	10	Shared Dispositive Power				
			0				
11	Aggregate Amount Beneficially Owned by Each Reporting Person						
	56,633						
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)						
12	Percent of Class Represented by Amount in Row (11)						
13	Percent c	ır Cla	ass kepresented by Amount in Row (11)				
	0.2						
14	Type of I	Repo	rting Person (See Instructions)				
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1	Name of Reporting Persons					
	I.R.S. Identification No. of Above Persons (entities only)					
			Amerine Stephens Trust			
2	Check the	e Ap	propriate Box if a Member of a Group (See Instructions)			
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3	(a) □ (b) ⊠ SEC Use Only					
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4	Source of	Fur	nds (See Instructions)			
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5	Check Bo	x if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
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6	Citizensn	ıp oı	Place of Organization			
	Arkansas					
	711111113113	7	Sole Voting Power			
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NUM	IBER OF		6,352			
	IARES	8	Shared Voting Power			
BENE	FICIALLY					
	NED BY		0			
	ACH	9	Sole Dispositive Power			
	ORTING RSON		6.050			
	VITH	10	6,352 Shared Dispositive Power			
		10	Shared Dispositive Power			
			0			
11	Aggregate Amount Beneficially Owned by Each Reporting Person					
10	6,352					
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
13	Percent of Class Represented by Amount in Row (11)					
10	1 CICCIII U	. 010	and represented by Infount in 1000 (11)			
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14	Type of F	Repo	rting Person (See Instructions)			
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1	Name of	Name of Reporting Persons				
	I.R.S. Identification No. of Above Persons (entities only)					
			Stephens 95 Trust			
2	Check the	e Ap	propriate Box if a Member of a Group (See Instructions)			
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3	(a) □ (b) ⊠ SEC Use Only					
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4	Source of	Fur	ds (See Instructions)			
	WC, AF					
5	Check Bo	x if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
6	Citigonoh	in a	Place of Organization			
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	Arkansas					
		7	Sole Voting Power			
NUM	IBER OF		56,633			
	IARES	8	Shared Voting Power			
	FICIALLY					
	NED BY ACH	9	0 Sole Dispositive Power			
	ORTING	9	Sole Dispositive Fower			
	RSON		56,633			
V	VITH	10	Shared Dispositive Power			
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11	Aggregat	e Ar	nount Beneficially Owned by Each Reporting Person			
	56,633					
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
13	Percent o	f Cla	nss Represented by Amount in Row (11)			
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1.4	0.2		d'ar Deces (Car Laste et au)			
14	Type of F	cepo	rting Person (See Instructions)			
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1	Name of Reporting Persons					
	I.R.S. Identification No. of Above Persons (entities only)					
			Stephens Trust			
2	Check the	e Ap	propriate Box if a Member of a Group (See Instructions)			
	(a) 🗆	(b)				
3	(a) □ (b) ⊠ SEC Use Only					
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4	Source of	Fur	nds (See Instructions)			
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5	Check Bo	x if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
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6	Citizensii	ıp oı	r Place of Organization			
	Arkansas					
		7	Sole Voting Power			
NUM	IBER OF		6,352			
SH	IARES	8	Shared Voting Power			
	FICIALLY					
	NED BY					
	ACH ORTING	9	Sole Dispositive Power			
	RSON		6,352			
	VITH	10	Shared Dispositive Power			
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11	Aggregate Amount Beneficially Owned by Each Reporting Person					
12	6,352	if	the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)			
12	CHECK DO	)X 11	the Aggregate Amount in Now (11) Excludes Certain Shares (See instructions)			
13	Percent of Class Represented by Amount in Row (11)					
	0.0					
14	Type of F	Repo	rting Person (See Instructions)			
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1		Name of Reporting Persons				
	I.R.S. Identification No. of Above Persons (entities only)					
	Laura W	hitak	er Stephens 95 Trust			
2			propriate Box if a Member of a Group (See Instructions)			
	$\sim$ $\Box$	<i>a</i> :				
3	(a) □ SEC Use					
5	SEC Ose	Om	y			
4	Source of	f Fur	ds (See Instructions)			
	WC, AF					
5		ox if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
6		•	Place of Organization			
6	Citizensi	пр ог	Place of Organization			
	Arkansas					
	7 Sole Voting Power					
56 622			56,633			
	IBER OF IARES	8	Shared Voting Power			
BENE	FICIALLY					
	NED BY	0				
	ACH ORTING	9	Sole Dispositive Power			
	RSON		56,633			
V	VITH	10	Shared Dispositive Power			
			0			
11	Aggregate Amount Beneficially Owned by Each Reporting Person					
12	56,633 Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)					
12	Check D	<i>J</i> A 11	the riggregate random in Now (11) Excitutes ecriain shares (see instituctions)			
13	Percent c	of Cla	ass Represented by Amount in Row (11)			
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14		Repo	rting Person (See Instructions)			
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1	Name of Reporting Persons					
	I.R.S. Identification No. of Above Persons (entities only)					
			er Stephens Trust			
2	Check the	e Ap	propriate Box if a Member of a Group (See Instructions)			
	(a) 🗆	(b)				
3	(a) □ (b) ⊠ SEC Use Only					
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4	Source of	Fur	ds (See Instructions)			
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5	Check Bo	x if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)			
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U	Citizensii	ıp oı	riace of Organization			
	Arkansas					
		7	Sole Voting Power			
NUM	IBER OF		6,352			
	IARES	8	Shared Voting Power			
	FICIALLY					
	NED BY ACH	9	0 Sole Dispositive Power			
	ORTING	9	Sole Dispositive Power			
	RSON		6,352			
V	VITH	10	Shared Dispositive Power			
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11	Aggregate Amount Beneficially Owned by Each Reporting Person					
	6,352					
12		v if	the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)			
12	Check Be	, A 11	the riggregate randoment from (11) Excitates deriant onates (see instructions)			
13	Percent o	f Cla	ass Represented by Amount in Row (11)			
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14	Type of F	Repo	rting Person (See Instructions)			
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1	Name of Reporting Persons							
	I.R.S. Identification No. of Above Persons (entities only)							
	Curtis F	Brac	lhury Ir					
2	Curtis F. Bradbury, Jr.  Check the Appropriate Box if a Member of a Group (See Instructions)							
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	(a) □ (b) ⊠							
3	SEC Use Only							
4	Course of Funds (Cas Instructions)							
4	Source of Funds (See Instructions)							
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5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)							
6	☐ Citizenship or Place of Organization							
	GIUZCIISII	p 0	Trace of organization					
	Arkansas							
		7	Sole Voting Power					
_			234,972					
	IBER OF IARES	8	Shared Voting Power					
	FICIALLY	J						
	NED BY		0					
	ACH	9	Sole Dispositive Power					
REPORTING PERSON			234,972					
	VITH	10						
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			0					
11	Aggregate Amount Beneficially Owned by Each Reporting Person							
	234,972							
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)							
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13	Percent of Class Represented by Amount in Row (11)							
	0.7							
14		Repo	rting Person (See Instructions)					
	IN							

1	Name of Reporting Persons							
	I.R.S. Identification No. of Above Persons (entities only)							
	Douglas 1	H. M	lartin					
2	Check the	e Ap	propriate Box if a Member of a Group (See Instructions)					
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5	SEC Use Only							
4	Source of	Fur	ds (See Instructions)					
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5	Check Box if Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)							
6	☐ Citizenship or Place of Organization							
U	Citizensii	ıb oı	riace of Organization					
	Arkansas							
		7	Sole Voting Power					
NUM	BER OF		155,212					
SH	ARES	8	Shared Voting Power					
BENEFICIALLY			C 200					
	NED BY	9	6,300 Sole Dispositive Power					
EACH REPORTING		9	Sole Dispositive Power					
	RSON		155,212					
WITH		10	Shared Dispositive Power					
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			6,300					
11	Aggregate Amount Beneficially Owned by Each Reporting Person							
	464.540							
12	161,512 Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)							
12	Check Dox it the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)							
13	Percent of Class Represented by Amount in Row (11)							
	0.5							
14	Type of Reporting Person (See Instructions)							
	IN							
	IIV							

1	Name of Reporting Persons							
	I.R.S. Identification No. of Above Persons (entities only)							
	WAS Conn's Annuity Trust One							
2	Check the	e Ap	propriate Box if a Member of a Group (See Instructions)					
	(a) 🗆							
3	SEC Use Only							
4	Source of Funds (See Instructions)							
4	Source of Funds (See instructions)							
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5		ox if	Disclosure of Legal Proceedings Is Required Pursuant to Items 2(d) or 2(e)					
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6	Citizensh	ip o	Place of Organization					
	Arkansas							
		7	Sole Voting Power					
			200.110					
	IBER OF	0	206,116 Shared Voting Power					
	IARES	8	Shared voting Power					
	FICIALLY NED BY		0					
	ACH	9	Sole Dispositive Power					
	ORTING	,	oole Dispositive Forter					
	RSON		206,116					
V	VITH	10	Shared Dispositive Power					
			0					
11	Aggregate Amount Beneficially Owned by Each Reporting Person							
	000 110							
12	206,116							
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)							
13		f Cla	ass Represented by Amount in Row (11)					
	0.6							
14	Type of F	Repo	rting Person (See Instructions)					
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#### **Introductory Statement**

This Amendment No. 14 to Schedule 13D relates to the Common Stock, par value \$.01 per share (the "Common Stock"), of Conn's Inc., a Delaware corporation (the "Issuer"). This Amendment No. 14 amends and supplements (i) the statement originally filed on December 18, 2003 with the Securities and Exchange Commission (the "Commission") by the reporting persons, (ii) Amendment No. 1 to the statement filed on June 2, 2004 with the Commission by the reporting persons, (iii) Amendment No. 2 to the statement filed on September 17, 2007 with the Commission by the reporting persons, (iv) Amendment No. 3 to the statement filed on February 1, 2008 with the Commission by the reporting persons, (v) Amendment No. 4 to the statement filed on October 8, 2008 with the Commission by the reporting persons, (vi) Amendment No. 5 to the statement filed on November 18, 2009 with the Commission by the reporting persons, (vii) Amendment No. 6 to the statement filed on October 22, 2010 with the Commission by the reporting persons, (viii) Amendment No. 8 to the statement filed on December 15, 2010 with the Commission by the reporting persons, (x) Amendment No. 9 to the statement filed on January 13, 2012 with the Commission by the reporting persons, (xii) Amendment No. 10 to the statement filed on April 23, 2012 with the Commission by the reporting persons, (xiii) Amendment No. 11 to the statement filed on December 12, 2012 with the Commission by the reporting persons, (xiii) Amendment No. 12 to the statement filed on January 10, 2013 with the Commission by the reporting persons, and Amendment No. 13 to the statement filed on December 10, 2013 with the Commission by the reporting persons (collectively, the "Prior Filings" and collectively with this Amendment No. 14, this "Statement"). Unless otherwise defined herein, capitalized terms used herein shall have the meanings ascribed thereto in the Prior Filings. Except as set forth below, there are no changes to the Prior Filings.

This Amendment No. 14 is filed to report an increase by more than one percent in the percentage of outstanding Common Stock owned collectively by the reporting persons.

#### ITEM 2. IDENTITY AND BACKGROUND

Item 2(a)(vii) of the Statement is amended and restated to read in its entirety as follows: Warren and Harriet Stephens Children's Trust is a trust formed under the laws of the State of Arkansas with a business address of 111 Center Street, Little Rock, Arkansas 72201. Its trustees are Harriet C. Stephens and John Cahoun.

Item 2(a)(viii) of the Statement is amended and restated to read in its entirety as follows: Warren Miles Amerine Stephens 95 Trust is a trust formed under the laws of the State of Arkansas with a business address of 111 Center Street, Little Rock, Arkansas 72201. Its trustee is Harriet C. Stephens.

Item 2(a)(x) of the Statement is amended and restated to read in its entirety as follows: John Calhoun Stephens 95 Trust is a trust formed under the laws of the State of Arkansas with a business address of 111 Center Street, Little Rock, Arkansas 72201. Its trustee is Harriet C. Stephens.

Item 2(a)(xii) of the Statement is amended and restated to read in its entirety as follows: Laura Whitaker Stephens 95 Trust is a trust formed under the laws of the State of Arkansas with a business address of 111 Center Street, Little Rock, Arkansas 72201. Its trustee is Harriet C. Stephens.

#### ITEM 3. SOURCE AND AMOUNT OF FUNDS OR OTHER CONSIDERATION.

Item 3 of the Statement is supplemented by adding the following: Working capital of the reporting persons was used to effect the purchases described herein at Item 5(c).

### ITEM 4. PURPOSE OF TRANSACTION.

Item 4 of the Statement is supplemented by adding the following: The purchases described herein at Item 5(c) were effected for investment purposes.

### ITEM 5. INTEREST IN SECURITIES OF THE ISSUER

Items 5(a) and 5(b) of the Statement are amended and restated to read in their entirety as follows:

(a, b) The following table discloses the beneficial ownership of the Common Stock by the reporting persons and their respective directors and control persons. Because of interrelationships among the various reporting persons, certain shares of the Common Stock may be reported as being beneficially owned by more than one person.

	Number of Shares Beneficially	Percent of Outstanding				
Name	Owned	Shares(1)	Voting Power		Dispositive Power	
			Sole	Shared	Sole	Shared
Stephens Investments Holdings LLC	323,673	1.0	323,673	0	323,673	0
Stephens Inc.(2)	93,386	0.3	82,430	10,956	82,430	10,956
Warren A. Stephens Trust	1,904,247	5.9	1,904,247	0	1,904,247	0
Warren A. Stephens Grantor Trust	100,350	0.3	100,350	0	100,350	0
Harriet C. Stephens Trust	683,283	2.1	683,283	0	683,283	0
Warren & Harriet Stephens Children's Trust	931,038	2.9	931,038	0	931,038	0
Warren Miles Amerine Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
Warren Miles Amerine Stephens Trust	6,352	0.0	6,352	0	6,352	0
John Calhoun Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
John Calhoun Stephens Trust	6,352	0.0	6,352	0	6,352	0
Laura Whitaker Stephens 95 Trust	56,633	0.2	56,633	0	56,633	0
Laura Whitaker Stephens Trust	6,352	0.0	6,352	0	6,352	0
Curtis F. Bradbury, Jr.	234,972	0.7	234,972	0	234,972	0
Douglas H. Martin(3)	161,512	0.5	155,212	6,300	155,212	6,300
Warren A. Stephens(4)	4,431,048	13.7	2,329,406	2,101,642	2,329,406	2,101,642
Harriet C. Stephens(5)	2,090,686	6.5	0	2,090,686	0	2,090,686
WAS Conn's Annuity Trust One	206,116	0.6	206,116	0	206,116	0

<sup>(1)</sup> Based on 32,244,955 shares of the Common Stock reported by the Issuer as outstanding as of December 3, 2015, as set forth in the Form 10Q filed by the Company on December 8, 2015.

- (2) Includes 82,430 shares owned directly, as to which Stephens Inc. has sole voting power and sole dispositive power, and 10,956 shares held in discretionary trading accounts on behalf of Stephens Inc. clients as to which the firm may be deemed to have shared voting power and shared dispositive power.
- (3) Includes 93,335 shares owned directly as to which Mr. Martin has sole voting power and sole dispositive power, 800 shares owned by Douglas Martin Custodian for Haven Celeste Martin as to which Mr. Martin has sole voting power and sole dispositive power, and 1,600 shares owned by Mr. Martin's children as to which Mr. Martin has shared voting and dispositive power pursuant to powers of attorney. Also includes 16,827 shares owned through Roth IRA accounts as to which Mr. Martin has sole voting and dispositive power, and includes 4,250 shares owned through IRA accounts as to which Mr. Martin has sole voting and dispositive power. Also includes 3,100 shares owned by Mr. Martin's spouse as custodian for a minor child, as to which Mr. Martin may be deemed to have shared voting and dispositive power. Also includes 1,600 shares owned by a charitable foundation of which Mr. Martin is a co-trustee, as to which Mr. Martin has shared voting and dispositive power. Also includes 40,000 shares which Mr. Martin has the right to receive upon the exercise of options, and as to which Mr. Martin would have sole voting power and sole dispositive power.
- (4) Includes 323,673 shares owned by Stephens Investments Holdings LLC as to which Mr. Stephens, as Manager of the LLC, may be deemed to have sole voting power and sole dispositive power. Also includes 82,430 shares owned by Stephens Inc. as to which Mr. Stephens, as President of Stephens Inc., may be deemed to have sole voting power and sole dispositive power, and 10,956 shares held in discretionary trading accounts on behalf of clients of Stephens Inc. as to which Mr. Stephens, as President of Stephens Inc., may be deemed to have shared voting power and shared dispositive power. Also includes 1,904,247 shares owned by Warren A. Stephens Trust as to which Mr. Stephens, as Trustee, has sole voting power and sole dispositive power. Also includes 6,352 shares owned by each of Warren Miles Amerine Stephens Trust, John Calhoun Stephens Trust, and Laura Whitaker Stephens Trust, as to which Mr. Stephens, as sole Trustee of the trusts, has sole voting power and sole dispositive power. Also includes 683,283 shares owned by Harriet C. Stephens Trust, 100,350 shares owned by Warren A. Stephens Grantor Trust, 206,116 shares owned by WAS Conn's Annuity Trust One, and 56,633 shares owned by each of Warren M. A. Stephens 95 Trust, John Calhoun Stephens 95 Trust, and Laura Whitaker Stephens 95 Trust, as to which Harriet C. Stephens is Trustee and as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens Childrens Trust, Harriet C. Stephens, Co-Trustee, as to which Mr. Stephens may be deemed to have shared voting and dispositive power with Ms. Stephens.
- (5) Includes 683,283 shares owned by Harriet C. Stephens Trust, 100,350 shares owned by Warren A. Stephens Grantor Trust, 206,116 shares owned by WAS Conn's Annuity Trust One, and 56,633 shares owned by each of Warren M. A. Stephens 95 Trust, John Calhoun Stephens 95 Trust, and Laura Whitaker Stephens 95 Trust, as to which Harriet C. Stephens is Trustee and as to which Ms. Stephens may be deemed to have shared voting and dispositive power with Mr. Stephens. Also includes 931,038 shares owned by Warren & Harriet Stephens Childrens Trust, Harriet C. Stephens, Co-Trustee, as to which Ms. Stephens may be deemed to have shared voting and dispositive power.

Item 5(c) of the Statement is supplemented by adding the following: During the past sixty days, the persons identified in Items 5(a) and (b) above have effected the following transactions in the Common Stock: Warren A. Stephens Trust purchased 30,000 shares on January 8, 2016 at an average price of \$16.7582 per share; Harriet Calhoun Stephens Trust purchased 30,000 shares on January 8, 2016 at an average price of \$16.7582 per share; Warren and Harriet Stephens Children's Trust purchased 90,000 shares on January 8, 2016 at an average price of \$16.7582 per share; Douglas H. Martin purchased on January 8, 2016, through his Roth IRA, 5,000 shares at an average price of \$17.199 per share, 2,000 shares at an average price of \$16.8409 per share, 3,000 shares at an average price of \$16.8805 per share, 2,000 shares at an average price of \$16.4093 per share, 1,827 shares at an average price of \$16.18 per share, and 3,000 shares at an average price of \$16.36 per share; Douglas H. Martin purchased on January 11, 2016, through his IRA, 2,000 shares at an average price of \$15.3428 per share, 250 shares at an average price of \$15.35 per share, and 2,000 shares at an average price of \$15.3498 per share; and Curtis F. Bradbury, Jr. purchased 29,399 shares on January 8, 2016 at an average price of \$17.0073 per share.

### ITEM 7. MATERIAL TO BE FILED AS EXHIBITS.

Agreement to File Joint Schedule 13D

### **SIGNATURES**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

### February 29, 2016

Date

### /s/ David A. Knight

David A. Knight, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Warren A. Stephens Trust, Warren A. Stephens Grantor Trust, Harriet C. Stephens Trust, Warren & Harriet Stephens Children's Trust, Warren Miles Amerine Stephens 95 Trust, Warren Miles Amerine Stephens Trust, John Calhoun Stephens 95 Trust, John Calhoun Stephens Trust, Laura Whitaker Stephens 95 Trust, Laura Whitaker Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, and WAS Conn's Annuity Trust One

#### AGREEMENT TO FILE JOINT SCHEDULE 13D

Each of the undersigned, being a record owner or "beneficial owner" of the common stock of Conn's, Inc. ("Common Stock"), hereby agrees to jointly file a Schedule 13D with respect to their respective holdings of the Common Stock and to include this agreement as an exhibit to such Schedule 13D.

IN WITNESS WHEREOF, each of the undersigned has executed and delivered this agreement as of the 29th day of February, 2016.

### /s/ David A. Knight

David A. Knight, as attorney in fact for Stephens Investments Holdings LLC, Stephens Inc., Warren A. Stephens Trust, Warren A. Stephens Grantor Trust, Harriet C. Stephens Trust, Warren & Harriet Stephens Children's Trust, Warren Miles Amerine Stephens 95 Trust, Warren Miles Amerine Stephens Trust, John Calhoun Stephens 95 Trust, John Calhoun Stephens Trust, Laura Whitaker Stephens 95 Trust, Laura Whitaker Stephens Trust, Curtis F. Bradbury, Jr., Douglas H. Martin, and WAS Conn's Annuity Trust One