CONNS INC Form 3 February 01, 2008

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF **SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * À POPPE MICHAEL J

(Last)

(Street)

3295 COLLEGE STREET

(First) (Middle)

2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Statement CONNS INC [CONN]

(Month/Day/Year)

02/01/2008

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

10% Owner Director _X__ Officer Other (give title below) (specify below) Chief Financial Officer

5. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group

Filing(Check Applicable Line) _X_ Form filed by One Reporting

Person

Form filed by More than One

Reporting Person

BEAUMONT, ÂTXÂ 77701

(City) (State) (Zip)

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned

(Instr. 4)

Ownership Form:

Table I - Non-Derivative Securities Beneficially Owned

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Direct (D) or Indirect

(I) (Instr. 5)

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

> 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 control number.

SEC 1473 (7-02)

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 Securities Underlying Derivative Security (Instr. 4)

4. Conversion or Exercise Price of Derivative

Security

5. Ownership Form of Derivative Security:

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Expiration Date Exercisable

Date

Amount or Title Number of Shares

Direct (D) or Indirect (I) (Instr. 5)

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Stock Option (right to purchase common stock)	(1)	10/06/2014	Common Stock	15,000	\$ 14.48 <u>(2)</u>	D	Â
Stock Option (right to purchase common stock)	(1)	11/30/2014	Common Stock	15,000	\$ 17.73 <u>(3)</u>	D	Â
Stock Option (right to purchase common stock)	(1)	11/30/2015	Common Stock	10,000	\$ 33.88 (4)	D	Â
Stock Option (right to purchase common stock)	(1)	12/04/2016	Common Stock	20,000	\$ 22.68 <u>(5)</u>	D	Â
Stock Option (right to purchase common stock)	(1)	11/27/2017	Common Stock	20,000	\$ 19.99 <u>(6)</u>	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships					
Fg	Director	10% Owner	Officer	Other		
POPPE MICHAEL J 3295 COLLEGE STREET BEAUMONT. TX 77701	Â	Â	Chief Financial Officer	Â		

Signatures

/s/ Michael J.
Poppe

**Signature of Reporting Person

O2/01/2008

Date

Explanation of Responses:

- * 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).
- (1) This option vests in 20% increments on each anniversary date of the original grant until fully vested.
- (2) This option was granted on October 6, 2004.
- (3) This option was granted on November 30, 2004.
- (4) This option was granted on November 30, 2005.
- (5) This option was granted on December 4, 2006.
- (6) This option was granted on November 27, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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