

CONNS INC  
Form 4/A  
June 25, 2013

# FORM 4

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

OMB APPROVAL

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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).

## STATEMENT OF CHANGES IN 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 \*  
JACOBY JON E M

(Last) (First) (Middle)

100 MORGAN KEEGAN  
DRIVE, SUITE 500

(Street)

LITTLE ROCK, AR 72202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
CONNS INC [CONN]

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/27/2012

4. If Amendment, Date Original Filed(Month/Day/Year)  
12/28/2012

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D) Code V Amount Price                                    |   |  |   |
| Common Stock                    | 12/27/2012                           |  | M                              | 40,000 A \$ 14  | 62,978 <sup>(1)</sup>   | D  |   |
| Common Stock                    | 12/27/2012                           |  | M                              | 10,000 A \$ 16.93   | 72,978 <sup>(2)</sup>   | D  |   |
| Common Stock                    | 12/27/2012                           |  | M                              | 10,000 A \$ 10.21   | 82,978 <sup>(3)</sup>   | D  |   |
| Common Stock                    | 12/27/2012                           |  | M                              | 10,000 A \$ 7.54  | 92,978 <sup>(4)</sup>   | D  |   |
| Common Stock                    |                                      |  |                                |   | 6,137,565 <sup>(5)</sup>  | I  | By SG-1890, LLC                                       |

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

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Beneficially (Instr. 3, 4, and 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| JACOBY JON E M<br>100 MORGAN KEEGAN DRIVE<br>SUITE 500<br>LITTLE ROCK, AR 72202 |               | X         |         |       |

## Signatures

Ronald M. Clark, Attorney-in-fact for reporting person  
 Signature: \_\_\_\_\_ Date: 06/25/2013

## Explanation of Responses:

- \* 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).
- (1) This line amends and replaces line 1 of Table I of the original report to reflect the corrected share amount owned directly by the reporting person.
- (2) This line amends and replaces line 2 of Table I of the original report to reflect the corrected share amount owned directly by the reporting person.
- (3) This line amends and replaces line 3 of Table I of the original report to reflect the corrected share amount owned directly by the reporting person.
- (4)

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This line amends and replaces line 4 of Table I of the original report to reflect the corrected share amount owned directly by the reporting person.

- Represents total shares of Conn's, Inc. Common Stock held by SG-1890, LLC. The reporting person is a member of the Executive Committee of The Stephens Group, LLC, the Manager of SG-1890, LLC. The reporting person disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein. This line is added to Table I of the original report.

### **Remarks:**

Note: Except as expressly amended herein, the original report remains in full force and effect.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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