

DE LA FUENTE REYMUNDO JR
 Form 4
 July 12, 2011

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 *
 DE LA FUENTE REYMUNDO JR

(Last) (First) (Middle)
 3295 COLLEGE STREET
 (Street)

BEAUMONT, TX 77701

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
 07/08/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
 Senior VP - Credit

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount (A) or (D) Price | | |
| Common Stock | 07/08/2011 | | M | | 500 A \$ 8.21 36,500 | D | |
| Common Stock | 07/08/2011 | | S | | 500 D \$ 9.396 36,000 | D | |
| Common Stock | 07/11/2011 | | M | | 7,570 A \$ 8.21 43,570 | D | |
| Common Stock | 07/11/2011 | | S | | 7,570 D \$ 9.15 36,000 | D | |
| Common Stock | 07/12/2012 | | M | | 17,507 A \$ 8.21 53,507 | D | |

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Common Stock 07/12/2011 S 17,507 D \$ 9.1002 36,000 D

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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Common Stock Options | \$ 8.21 | 07/08/2011 | | M | 500 | <u>(1)</u> 07/15/2011 | Common Stock | 500 |
| Common Stock Options | \$ 8.21 | 07/11/2011 | | M | 7,570 | <u>(1)</u> 07/15/2011 | Common Stock | 7,570 |
| Common Stock Option | \$ 8.21 | 07/12/2011 | | M | 17,507 | <u>(1)</u> 07/15/2011 | Common Stock | 17,507 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|--------------------|-------|
| | Director | 10% Owner | Officer | Other |
| DE LA FUENTE REYMUNDO JR 3295 COLLEGE STREET BEAUMONT, TX 77701 | | | Senior VP - Credit | |

Signatures

/s/ Reymundo de la Fuente 07/12/2011

__Signature of Reporting Person Date

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) Original stock options granted July 15, 2011, and vested in five equal installments. Options expire fully on July 15, 2011.

(2) Not a required reportable field. SEC software requires a dollar amount; use zeros per SEC.

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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