

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person * <u>Harwood Clinton W</u> (Last) (First) (Middle) 4055 TECHNOLOGY FOREST BLVD., SUITE 210 (Street) THE WOODLANDS TX 77381 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>CONNS INC [CONN]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP - Information Technology</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>07/26/2013</u>	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	07/26/2013		M		500	A	\$3.2	60,624	D	
Common Stock	07/26/2013		S		500	D	\$62.61	60,124	D	
Common Stock	07/29/2013		M		9,498	A	\$3.2	69,622	D	
Common Stock	07/29/2013		S		9,498	D	\$62.077	60,124	D	
Common Stock	07/29/2013		M		16,384	A	\$6.33	76,508	D	
Common Stock	07/29/2013		S		16,384	D	\$62.077	60,124	D	
Common Stock	07/29/2013		M		15,000	A	\$6.34	75,124	D	
Common Stock	07/29/2013		S		15,000	D	\$62.077	60,124	D	
Common Stock	07/30/2013		M		8,000	A	\$17.73	68,124	D	
Common Stock	07/30/2013		M		8,584	A	\$33.88	76,708	D	
Common Stock	07/30/2013		M		4,003	A	\$22.68	80,711	D	
Common Stock	07/30/2013		M		4,465	A	\$19.99	85,176	D	
Common Stock	07/30/2013		M		3,166	A	\$6.33	88,342	D	
Common Stock	07/30/2013		M		2	A	\$3.2	88,344	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Employee Stock Option (right to buy)	\$3.2	07/26/2013		M			500	(1)	11/30/2020	Common Stock	500	\$0 ⁽²⁾	9,498	D	
Employee Stock Option (right to buy)	\$3.2	07/29/2013		M			9,498	(1)	11/30/2020	Common Stock	9,498	\$0 ⁽²⁾	0	D	
Employee Stock Option (right to buy)	\$6.33	07/29/2013		M			16,384	(3)	11/25/2018	Common Stock	16,384	\$0 ⁽²⁾	450	D	

**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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$6.34	07/29/2013		M			15,000	(4)	11/24/2019	Common Stock	15,000	\$0 ⁽²⁾	0	D	
Employee Stock Option (right to buy)	\$17.73	07/30/2013		M			8,000	(5)	11/30/2014	Common Stock	8,000	\$0 ⁽²⁾	0	D	
Employee Stock Option (right to buy)	\$33.88	07/30/2013		M			8,584	(6)	11/30/2015	Common Stock	8,584	\$0 ⁽²⁾	0	D	
Employee Stock Option (right to buy)	\$22.68	07/30/2013		M			4,003	(7)	12/04/2016	Common Stock	4,003	\$0 ⁽²⁾	0	D	
Employee Stock Option (right to buy)	\$19.99	07/30/2013		M			4,465	(8)	11/27/2017	Common Stock	4,465	\$0 ⁽²⁾	0	D	
Employee Stock Option (right to buy)	\$6.33	07/30/2013		M			3,166	(9)	11/25/2018	Common Stock	3,166	\$0 ⁽²⁾	5,000	D	
Employee Stock Option (right to buy)	\$3.2	07/30/2013		M			2	(10)	11/30/2020	Common Stock	2	\$0 ⁽²⁾	15,000	D	

Explanation of Responses:

1. Stock option granted on November 30, 2010, and vest in five equal annual installments.
2. Not a required reportable field. SEC software requires a dollar amount; use zeros per SEC.
3. Stock options granted on November 25, 2008, and vest in five equal annual installments.
4. Stock options granted on November 24, 2009, and vest in five equal annual installments.
5. Stock options granted on November 30, 2004, and vested in five equal annual installments.
6. Stock options granted on November 30, 2005, and vested in five equal annual installments.
7. Stock options granted on December 4, 2006, and vested in five equal annual installments.
8. Stock options granted on November 27, 2007, and vested in five equal annual installments.
9. Stock options granted on November 25, 2008, and vest in five equal annual installments.
10. Stock options granted on November 30, 2010, and vest in five equal annual installments.

/s/ Clinton W. Harwood

07/30/2013

** 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 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).

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.