

Shields Thomas H JR
Form 3
May 26, 2010

FORM 3 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 *	2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol
Â Shields Thomas H JR	(Month/Day/Year)	CONNS INC [CONN]
(Last) (First) (Middle)	05/25/2010	
3295 COLLEGE STREET		4. Relationship of Reporting Person(s) to Issuer
(Street)		(Check all applicable)
		☐ Director ☐ 10% Owner ☒ Officer ☐ Other (give title below) (specify below) Senior VP - Human Resources
BEAUMONT,Â TXÂ 77701		5. If Amendment, Date Original Filed(Month/Day/Year)
(City) (State) (Zip)		
		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 Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	4,000	D	Â

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

SEC 1473 (7-02)

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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: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable Expiration Date	Title Amount or Number of			

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				Shares		(I) (Instr. 5)	
Stock Option (Right to buy)	Â (1)	07/27/2010	Common Stock	24,000	\$ 8.21	D	Â
Stock Option (Right to buy)	Â (1)	11/25/2013	Common Stock	3,500	\$ 14	D	Â
Stock Option (Right to buy)	Â (1)	11/30/2014	Common Stock	2,500	\$ 17.73	D	Â
Stock Option (Right to buy)	Â (2)	11/30/2015	Common Stock	5,000	\$ 33.88	D	Â
Stock Option (Right to buy)	Â (2)	12/04/2016	Common Stock	10,000	\$ 22.68	D	Â
Stock Option (Right to buy)	Â (2)	11/27/2017	Common Stock	5,000	\$ 19.99	D	Â
Stock Option (Right to buy)	Â (2)	11/25/2018	Common Stock	10,000	\$ 6.33	D	Â
Stock Option (Right to buy)	Â (2)	11/24/2019	Common Stock	12,500	\$ 6.34	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Shields Thomas H JR 3295 COLLEGE STREET BEAUMONT, TX 77701	Â	Â	Â Senior VP - Human Resources	Â

Signatures

/s/ Thomas H.
Shields, Jr. 05/26/2010

__Signature of Reporting Person 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) Currently exercisable

(2) Vests in 20% increments on each anniversary date of the original grant (which is ten years prior to the expiration date) until fully vested.

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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