

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	
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	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
BEAUMONT, TX 77701			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			Senior VP - Human Resources	
			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 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	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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.**

**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. 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.