

JONES JERRY C
Form 4
August 15, 2018

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 *
JONES JERRY C

2. Issuer Name and Ticker or Trading Symbol
ACXIOM CORP [ACXM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
ACXIOM CORPORATION, 301 E. DAVE WARD DRIVE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
08/13/2018

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
CHIEF ETHICS & LEGAL OFFICER

CONWAY, AR 72032

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

(City) (State) (Zip)

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 or (D) Price		
COMMON STOCK, \$.10 PAR VALUE	08/13/2018		M		20,000 A \$ 8.9	210,970	D
COMMON STOCK, \$.10 PAR VALUE	08/13/2018		M		8,264 A \$ 17.79	219,234	D
COMMON STOCK, \$.10 PAR VALUE	08/13/2018		F		17,119 (1) D \$ 43.18	202,115	D

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COMMON STOCK, \$0.10 PAR VALUE 08/13/2018 S 11,401 D \$ 43.77 (2) 190,714 D

COMMON STOCK, \$0.10 PAR VALUE 08/14/2018 S 39,195 D \$ 43.57 (3) 151,519 D

COMMON STOCK, \$0.10 PAR VALUE 5,194.8588 I BY MANAGED ACCOUNT 1

COMMON STOCK, \$0.10 PAR VALUE 3,998.5628 I BY MANAGED ACCOUNT 2

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

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.

SEC 1474 (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 Security (Instr. 3 and 4)	Am or Nur of S
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Non-Qualified Stock Option (right to buy)	\$ 8.9	08/13/2018		M	20,000	05/26/2010 05/26/2019	Common Stock, \$0.10 Par Value	20
Non-Qualified Stock Option (right to buy)	\$ 17.79	08/13/2018		M	8,264	05/18/2011 05/18/2020	Common Stock, \$0.10 Par Value	8,

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JONES JERRY C ACXIOM CORPORATION 301 E. DAVE WARD DRIVE CONWAY, AR 72032			CHIEF ETHICS & LEGAL OFFICER	

Signatures

/s/ BY: CATHERINE L. HUGHES, ATTORNEY IN FACT FOR: JERRY C.
JONES

08/15/2018

__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) These shares were withheld by the issuer to satisfy the reporting person's exercise cost and tax obligations that arose on August 13, 2018, when the reporting person exercised stock options.

This price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$43.50 to \$44.24, inclusive.
 - (2) The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within such range.

This price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$43.31 to \$43.75, inclusive.
 - (3) The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within such range.

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.