

ACXIAM CORP  
Form 4  
May 19, 2008

**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 \*  
**MORGAN CHARLES D**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**2908 HOOD STREET**  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**05/15/2008**

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  Other (specify below)  
**Former Interim Company Leader**

**DALLAS, TX 75219**

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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock, \$.10 Par Value	05/15/2008		S	118,800 (1) D \$ 12.3323	2,726,742.8879	D	
Common Stock, \$.10 Par Value	05/16/2008		J	31,200 (1) D \$ 12.4941	2,695,542.8879	D	
Common Stock, \$.10 Par Value					1,628	I	by Family Ltd Prtshp

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Common Stock, \$.10 Par Value	0	I	by Managed Account 1
Common Stock, \$.10 Par Value	8,081.1953	I	by Managed Account 2
Common Stock, \$.10 Par Value	103,195	I	by Spouse

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

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**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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MORGAN CHARLES D 2908 HOOD STREET DALLAS, TX 75219				Former Interim Company Leader

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Charles D.  
Morgan

05/19/2008

\_\_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) Mr. Morgan entered into an agreement that authorized a third party broker to enter into a prepaid variable equity forward sale arrangement for 200,000 shares of Acxiom Corporation ("Acxiom") common stock (the "Agreement"). Pursuant to instructions provided by Mr. Morgan, on May 15, 2008, the broker sold 118,800 shares of Acxiom common stock at \$12.3323 per share and on May 16, 2008, the broker sold 31,200 shares of Acxiom common stock at \$12.4941 per share, or a total of 150,000 shares were sold over the 2 day period at an average price of \$12.3660 per share. Mr. Morgan and the broker have entered into a written confirmation of these trades and the terms of the resulting pre-paid variable equity forward contract for this Agreement, and Mr. Morgan will deliver 200,000 shares of Acxiom to secure the Agreement (the "Shares"). The terms of the Agreement provide that on or about May 21, 2008, Mr. Morgan will receive a cash payment in the amount of \$2,094,800.40 related to the sale of A

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.