**ACXIOM CORP** 

Form 4 November 20, 2013

### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB APPROVAL** 

OMB 3235-0287 Number:

Expires:

January 31, 2005

0.5

Estimated average burden hours per

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if no longer subject to Section 16. Form 4 or Form 5

Check this box

obligations may continue.

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 See Instruction

1(b).

(Print or Type Responses)

| HASSELMO ANN DIE           |          |          | 2. Issuer Name <b>and</b> Ticker or Trading Symbol | S. Relationship of Reporting Person(s) to Issuer |  |  |  |
|----------------------------|----------|----------|--|--|--|--|--|
|                            |          |          | ACXIOM CORP [ACXM]                                 | (Check all applicable)                           |  |  |  |
| (Last)                     | (First)  | (Middle) | 3. Date of Earliest Transaction                    |  |  |  |  |
|                            |          |          | (Month/Day/Year)                                   | X Director 10% Owner                             |  |  |  |
| ACXIOM CORPORATION, 601 E. |          |          | 11/20/2013   | Officer (give title Other (specify               |  |  |  |
| THIRD STR                  | EET      |          |  | below) below)                                    |  |  |  |
|                            | (Street) |          | 4. If Amendment, Date Original                     | 6. Individual or Joint/Group Filing(Check        |  |  |  |

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

(Zip)

Applicable Line) \_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

#### LITTLE ROCK, AR 72201

(State)

(City)

| (City)                       | (State)                              | Table 1 - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |                  |  |                             |                 |                       |  |  |
|------------------------------|--------------------------------------|--|------------------|--|-----------------------------|-----------------|-----------------------|--|--|
| 1.Title of<br>Security       | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if  | 3.<br>Transactio | 4. Securities Acquired our Disposed of (D) | (A) 5. Amount of Securities | 6.<br>Ownership | 7. Nature of Indirect |  |  |
| (Instr. 3)                   | • •                                  | any  | Code             | (Instr. 3, 4 and 5)                        | Beneficially                | Form:           | Beneficial            |  |  |
| , í                          |                                      | (Month/Day/Year)   | (Instr. 8)       |  | Owned                       | Direct (D)      | Ownership             |  |  |
|                              |                                      |  |                  |  | Following                   | or Indirect     | (Instr. 4)            |  |  |
|                              |                                      |  |                  | (A)  | Reported                    | (I)             |                       |  |  |
|                              |                                      |  |                  | (A)<br>or                                  | Transaction(s)              | (Instr. 4)      |                       |  |  |
|                              |                                      |  | Code V           | Amount (D) Price                           | (Instr. 3 and 4)            |                 |                       |  |  |
| Common                       |                                      |  |                  |  |                             |                 |                       |  |  |
| Stock,<br>\$.10 Par<br>Value | 11/20/2013                           |  | S                | 9,330 D \$ 33.01                           | 35 59,217                   | D               |                       |  |  |

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

#### Edgar Filing: ACXIOM CORP - Form 4

| 1. Title of | 2.          | 3. Transaction Date |                    | 4.         | 5.         | 6. Date Exerc |            | 7. Titl |          | 8. Price of | 9. Nu  |
|-------------|-------------|---------------------|--------------------|------------|------------|---------------|------------|---------|----------|-------------|--------|
| Derivative  | Conversion  | (Month/Day/Year)    | Execution Date, if | Transacti  | orNumber   | Expiration D  | ate        | Amou    | int of   | Derivative  | Deriv  |
| Security    | or Exercise |                     | any                | Code       | of         | (Month/Day/   | Year)      | Under   | lying    | Security    | Secui  |
| (Instr. 3)  | Price of    |                     | (Month/Day/Year)   | (Instr. 8) | Derivative | e             |            | Securi  | ities    | (Instr. 5)  | Bene   |
|             | Derivative  |                     | •                  |            | Securities |               |            | (Instr. | 3 and 4) |             | Owne   |
|             | Security    |                     |                    |            | Acquired   |               |            |         |          |             | Follo  |
|             |             |                     |                    |            | (A) or     |               |            |         |          |             | Repo   |
|             |             |                     |                    |            | Disposed   |               |            |         |          |             | Trans  |
|             |             |                     |                    |            | of (D)     |               |            |         |          |             | (Instr |
|             |             |                     |                    |            | (Instr. 3, |               |            |         |          |             | (      |
|             |             |                     |                    |            | 4, and 5)  |               |            |         |          |             |        |
|             |             |                     |                    |            | .,         |               |            |         |          |             |        |
|             |             |                     |                    |            |            |               |            |         | Amount   |             |        |
|             |             |                     |                    |            |            | Date          | Expiration |         | or       |             |        |
|             |             |                     |                    |            |            | Exercisable   | Date       | Title   | Number   |             |        |
|             |             |                     |                    |            |            | Exercisable   | Date       |         | of       |             |        |
|             |             |                     |                    | Code V     | (A) (D)    |               |            |         | Shares   |             |        |

# **Reporting Owners**

| Reporting Owner Name / Address   | Relationships |           |         |       |  |  |
|--|---------------|-----------|---------|-------|--|--|
| •  | Director      | 10% Owner | Officer | Other |  |  |
| HASSELMO ANN DIE<br>ACXIOM CORPORATION<br>601 E. THIRD STREET<br>LITTLE ROCK, AR 72201 | X             |           |         |       |  |  |

## **Signatures**

By: Catherine L. Hughes, Attorney-in-Fact For: Ann Die Hasselmo

11/20/2013

\*\*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).

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.

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