

ACXIOM CORP  
Form 144  
August 14, 2018

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 144**

**NOTICE OF PROPOSED SALE OF SECURITIES**

**PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933**

SEC USE ONLY  
DOCUMENT SEQUENCE NO.

CUSIP NUMBER

WORK LOCATION

**ATTENTION:** *Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.*

1(a) NAME OF ISSUER (Please type or print)

(b) IRS IDENT. NO. (c) S.E.C. FILE NO.

Acxiom Corporation

71-0581897

0-13163

1(d) ADDRESS OF ISSUER STREET CITY STATE

ZIP CODE

(e) TELEPHONE NO.

AREA CODE NUMBER

301 E. Dave Ward Drive, Conway, AR 72032

501

342-1000

NAME OF PERSON FOR WHOSE ACCOUNT  
SECURITIES ARE TO BE SOLD

(b) RELATIONSHIP TO

(c) ADDRESS STREET

CITY STATE

ZIP

ISSUER

ones

Chief Ethics and Legal Officer 301 E. Dave Ward Drive Conway AR

*INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.*

**SEC**  
**USE ONLY**

3(a)

(b)

(d)

(e)

(f)

(g)

Title of the	Broker/Dealer	Number of Shares	Approximate	Name of Each
Class of Name and Address of Each Securities	File or Through Whom	Market Value Units	Other Units Outstanding	Date of Sale (See instr. 3(f)) Exchange
the Securities are To Be Sold to be Offered or Each Market	Maker who is Acquiring the Securities	To Be Sold	(See instr. 3(d))	(MO. DAY YR.) (See instr. 3(g))
		(See instr. 3(c))	3(e)	
Common Stock, \$.10 Par Value	E*Trade Financial Corporation	50,596	2,200,926.70	08/13/18
	1271 Avenue of the Americas, 14th Floor		70,354,458	NASDAQ
	New York, NY 10020-1302			
	www.etrade.com			

**INSTRUCTIONS:**

1. (a) Name of issuer  
(b) Issuer's I.R.S. Identification Number  
(c) Issuer's S.E.C. file number, if any  
(d) Issuer's address, including zip code  
  
(e) Issuer's telephone number, including area code
2. (a) Name of person for whose account the securities are to be sold  
(b) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)  
(c) Such person's address, including zip code
3. (a) Title of the class of securities to be sold  
(b) Name and address of each broker through whom the securities are intended to be sold  
(c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)  
(d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the filing of this notice  
(e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer  
  
(f) Approximate date on which the securities are to be sold  
(g) Name of each securities exchange, if any, on which the securities are intended to be sold

**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 control number.**

SEC 1147 (08-07)

**TABLE I SECURITIES TO BE SOLD**

*Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:*

Title of the Class	Date you Acquired	Nature of Acquisition	Name of Person from Whom Acquired (If gift, also give date donor acquired)	Amount of Securities Acquired	Date of Payment	Nature of Payment
Common Stock		Equity grants made to the reporting person as part of his compensation as an employee of the Company	Acxiom Corporation	50,596	Various	N/A

**INSTRUCTIONS:** If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

**TABLE II SECURITIES SOLD DURING THE PAST 3 MONTHS**

*Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.*

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Jerry C. Jones	Common Stock, \$.10 par value	5/17/18	22,990	\$632,225.00
301 E. Dave Ward, Conway, AR 72032		5/21/18	1,449	\$41,499.36
		5/23/18	1,098	\$31,490.64
		5/24/18	1,220	\$35,184.80

**REMARKS:**

The transactions included in Table II represent shares withheld by Acxiom Corporation to satisfy the reporting person's exercise cost and tax obligations that arose when the reporting person exercised stock options and when restricted stock units belonging to the reporting person vested.

**INSTRUCTIONS:**

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

**ATTENTION:**

*The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.*

/s/ CATHERINE L. HUGHES,

ATTORNEY-IN-FACT FOR JERRY C. JONES

August 13, 2018

DATE OF NOTICE

(SIGNATURE)

DATE OF PLAN ADOPTION OR GIVING OF  
INSTRUCTION,

IF RELYING ON RULE 10B5-1

*The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.*

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**

SEC 1147 (02-08)