

JONES JERRY C

Form 4

August 28, 2018

FORM 4
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
JONES JERRY C

(Last) (First) (Middle)

ACXIOM CORPORATION, 301 E.
DAVE WARD DRIVE

(Street)

CONWAY, AR 72032

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
08/24/2018

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
____X____ Officer (give title below) ____ Other (specify below)

Chief Ethics & Legal Officer

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

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)
COMMON STOCK, \$.10 PAR VALUE	08/24/2018		M	12,633 A	\$ 13.75	163,877 D	
COMMON STOCK, \$.10 PAR VALUE	08/24/2018		M	15,923 A	\$ 13.28	179,800 D	
COMMON STOCK, \$.10 PAR VALUE	08/24/2018		F	17,785 (1) D	\$ 45.42	162,015 D	

COMMON STOCK, \$.10 PAR VALUE	5,194.8588	I	BY MANAGED ACCOUNT 1
COMMON STOCK, \$.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.

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(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 Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 13.75	08/24/2018		M	12,663	05/16/2012	05/16/2021	COMMON STOCK, \$.10 PAR VALUE
Non-Qualified Stock Option (right to buy)	\$ 13.28	08/24/2018		M	15,923	05/21/2013	05/21/2022	COMMON STOCK, \$.10 PAR VALUE

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

08/28/2018

__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 24, 2018, when the reporting person exercised stock options.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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