

WATTS TIMOTHY
Form 4
November 12, 2004

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 *
WATTS TIMOTHY

(Last) (First) (Middle)

ACXIOM CORPORATION, 1
INFORMATION WAY

(Street)

LITTLE ROCK, AR 72202

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
11/10/2004

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Delivery Center Org Leader

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		1,640	A	\$ 11.14
					1,720.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		410	A	\$ 11.14
					2,130.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004		M		816	A	\$ 11.14
					2,946.9781	D	

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Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004	M	848	A	\$ 13.925	3,794.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004	M	424	A	\$ 13.925	4,218.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004	M	437	A	\$ 16.71	4,655.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004	M	1,750	A	\$ 16.71	6,405.9781	D	
Common Stock, \$.10 Par Value ⁽¹⁾	11/10/2004	M	742	A	\$ 16.35	7,147.9781	D	
Common Stock, \$.10 Par Value	11/10/2004	S	7,067	D	\$ 26.0284	80.9781	D	
Common Stock, \$.10 Par Value						126.1842	I	by Managed Account 1

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

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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 Securities (Instr. 3 and 4)
				Code	V (A) (D)		Title

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					Date Exercisable	Expiration Date		Amount or Number of Shares
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 11.14	11/10/2004	M	1,640	<u>(2)</u>	08/08/2016	Common Stock, \$.10 Par Value	1,640
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 11.14	11/10/2004	M	410	<u>(2)</u>	08/08/2016	Common Stock, \$.10 Par Value	410
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 11.14	11/10/2004	M	816	<u>(3)</u>	10/02/2016	Common Stock, \$.10 Par Value	816
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 13.925	11/10/2004	M	848	<u>(2)</u>	08/08/2016	Common Stock, \$.10 Par Value	848
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 13.925	11/10/2004	M	424	<u>(2)</u>	08/08/2016	Common Stock, \$.10 Par Value	424
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 16.35	11/10/2004	M	742	<u>(4)</u>	08/07/2017	Common Stock, \$.10 Par Value	742
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 16.71	11/10/2004	M	437	<u>(2)</u>	08/08/2016	Common Stock, \$.10 Par Value	437
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 16.71	11/10/2004	M	1,750	<u>(2)</u>	08/08/2016	Common Stock, \$.10 Par Value	1,750

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WATTS TIMOTHY ACXIOM CORPORATION 1 INFORMATION WAY LITTLE ROCK, AR 72202			Delivery Center Org Leader	

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Timothy
Watts

11/12/2004

__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) This option has a tandem tax withholding right.
- (2) This option vests incrementally over a 6-year period. Date of grant is 8/8/01.
- (3) 50% of this option is fully vested. The remaining 50% vests incrementally over a 6-year period. Date of grant is 10/2/01.
- (4) This option vests incrementally over a 6-year period. Date of grant is 8/7/02.

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.