ACXIOM CORP Form 144 May 03, 2004

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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

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		71-05	81897	0-13	3163		
1(d) ADDRESS OF ISSUER STREET CITY STATE ZIP CO						(e) TELEPHONE NO	О.
1 Information Way Little	le Rock	AR	72202			AREA CODE	NUMBER
						(501)	342-1000
2(a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD (b) IRS IDENT. NO. (c) RELATIONSHIP TO ISSUER (d) ADDRESS STREET CITY STATE ZIP CONTROL OF THE STATE ZIP CONTROL OF THE SECURITIES ARE TO BE SOLD					STATE ZIP CODE		
James T. Womble			Client Serv Leader	vices Org	1 Informat Little Rock	ion Way x, AR 72202	

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.

3(a)	(b)	SEC USE ONLY	(c)	(d)	(e)	(f)	(g)
Title of the Class of Securities To Be Sold	Name and Address of Each Broker Through Whom the Securities are to be Offered or Each Market Maker who is Acquiring the Securities	Broker-Dealer File Number	Number of Shares or Other Units To Be	Aggregate Market Value (See instr. 3(d))	Number of Shares or Other Units Outstanding (See instr.	Approximate Date of Sale (See instr. 3(f)) (MO. DAY YR.)	Name of Each Securities Exchange (See instr. 3(g))

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		Sold (See instr. 3(c))		3(e))		
Common Stock, \$.10 par value	Merrill Lynch 2200 N. Rodney Parham #300 Little Rock, AR 72201	9,000	\$208,260	86,276,100	5/3/04	NASDAQ

INSTRUCTIONS:

- 1. (a) Name of Issuer
 - (b) Issuer's I.R.S. Identification Number
 - (c) Issuer's SEC 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 I.R.S. identification number, if such person is an entity
- (c) Such person's relationship to the Issuer(e.g., officer, director, 10% stockholder or member of immediate family of any of the foregoing)
 - (d) 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 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 will 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.

TABLE I - SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of 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		ate you cquired	Nature of Acquisition Transaction	Name of Per Whom Ad (If gift, also donor acc	equired give date	Amount of Securities Acquired	Date of Payment	Nature of Payment
Common Stock, \$.10 par value	3,	/11/80	Purchase	Morgan I Comp	0	9,000	3/11/80	Cash
was not ma table or in a If the consi or if payme arrangemen		was not made table or in a no If the consider or if payment arrangement a	ties were purchased and full payme in cash at the time of purchase, exp to the thereto the nature of the consideration consisted of any note or othe was made in installments describe and state when the note or other oblifull or the last installment paid.	plain in the eration given. r obligation, the	person for positions, p	two years after the whose account the out or other option raph (d)(3) of Rulet thereto.	ey are to be sold he to dispose of sec	nad any short curities referred

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
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James T. Womble 1 Information Way	Common Stock, \$.10 par value	2/2/04	2,632	\$41,632
Little Rock, AR 72202	Common Stock, \$.10 par value Common Stock, \$.10 par value	3/1/04	2,110	\$41,655
	value	4/1/04	1,859	\$41,756

REMARKS: The sales reported in this Form 144 will be effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on December 10, 2003 when he was not in possession of material non-public information.

INSTRU	UCTIONS:		ATTENTION:				
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.		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.					
	May 3, 2004			Catherine L. Hughes, Attorney-in-Fact for James T. Womble			
	Date of Notice			Signature			

This 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 mutually signed. Any copies not manually signed shall bear typed or printed signatures.

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