

ACXIOM CORP  
Form 4  
February 17, 2015

**FORM 4**

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

OMB APPROVAL

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**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 \*  
STIRRATT NADA

(Last) (First) (Middle)

ACXIOM CORPORATION, 601 E. THIRD STREET

(Street)

LITTLE ROCK, AR 72201

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
02/13/2015

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)  
EVP & Chief Revenue Officer

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	02/13/2015		M		31,946	A	\$ 13.67
					215,670		
Common Stock, \$.10 Par Value	02/13/2015		M		68,054	A	\$ 13.67
					283,724		
Common Stock, \$.10 Par Value	02/13/2015		M		24,879	A	\$ 13.28
					308,603		

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Common Stock, \$.10 Par Value	02/13/2015	S	56,825 <u>(1)</u>	D	\$ 18.8535	251,778	D	
Common Stock, \$.10 Par Value	02/13/2015	S	68,054 <u>(1)</u>	D	\$ 18.9683	183,724	D	
Common Stock, \$.10 Par Value	02/17/2015	S	71,601	D	\$ 19.0167	112,123	D	
Common Stock, \$.10 Par Value	02/17/2015	F	918 <u>(2)</u>	D	\$ 19.66	111,205	D	
Common Stock, \$.10 Par Value						703.766	I	by Managed Account 1
Common Stock, \$.10 Par Value						517.078	I	by Managed Account 2

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 of Underlying Security (Instr. 3 and 4)	Am or Num of S	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Non-Qualified Stock Option (right to buy)	\$ 13.67	02/13/2015		M	31,946	02/15/2013	02/15/2022	Common Stock	31

Non-Qualified Stock Option (right to buy)	\$ 13.67	02/13/2015	M	68,054	02/15/2013	02/15/2022	Common Stock	68
Non-Qualified Stock Option (right to buy)	\$ 13.28	02/13/2015	M	24,879	05/21/2013	05/21/2022	Common Stock, \$.10 Par Value	24

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
STIRRATT NADA ACXIAM CORPORATION 601 E. THIRD STREET LITTLE ROCK, AR 72201			EVP & Chief Revenue Officer	

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Nada C. Stirratt 02/17/2015

\_\_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 acquired by the reporting person through the exercise of stock options on February 13, 2015 and were subsequently sold on the same date.
  - (2) These shares were withheld by Axiom Corporation to satisfy the reporting person's tax obligations that arose on February 17, 2015, when restricted stock units belonging to the reporting person vested.

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.