

ZAFFARONI KEVIN R
Form 4
February 15, 2005

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 *
ZAFFARONI KEVIN R

(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)
09/03/2004

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)
International 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock, \$.10 Par Value	09/03/2004		J		135.2569 (1) \$ 19.0995	A	731.272 D
Common Stock, \$.10 Par Value	10/08/2004		J		128.0212 (1) \$ 20.179	A	859.2932 D
Common Stock, \$.10 Par Value	11/04/2004		J		121.5689 (1) \$ 21.25	A	980.8621 D

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Common Stock, \$.10 Par Value	12/03/2004	J	<u>120.1749</u> ⁽¹⁾	A	\$ 21.4965	1,101.037	D	
Common Stock, \$.10 Par Value	01/05/2005	J	<u>115.5598</u> ⁽¹⁾	A	\$ 22.355	1,216.5968	D	
Common Stock, \$.10 Par Value	02/03/2005	J	<u>131.6821</u> ⁽¹⁾	A	\$ 19.618	1,348.2789	D	
Common Stock, \$.10 Par Value	02/11/2005	S	1,000	D	\$ 22.36	348.2789	D	
Common Stock, \$.10 Par Value ⁽²⁾	02/11/2005	M	4,158	A	\$ 11.14	4,506.2789	D	
Common Stock, \$.10 Par Value ⁽²⁾	02/11/2005	M	2,078	A	\$ 11.14	6,584.2789	D	
Common Stock, \$.10 Par Value	02/11/2005	S	6,236	D	\$ 22.384	348.2789	D	
Common Stock, \$.10 Par Value						91.5467	I	by Managed Account 1
Common Stock, \$.10 Par Value						218.4724	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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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

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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 (A) or (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Non-Qualified Stock Option (right to buy) ⁽²⁾	\$ 11.14	02/11/2005		M	4,158	⁽³⁾ 08/07/2016	Common Stock, \$.10 Par Value	4,158
Non-Qualified Stock Option (right to buy) ⁽²⁾	\$ 11.14	02/11/2005		M	2,078	⁽³⁾ 08/07/2016	Common Stock, \$.10 Par Value	2,078

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ZAFFARONI KEVIN R ACXIOM CORPORATION 1 INFORMATION WAY LITTLE ROCK, AR 72202			International Org Leader	

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Kevin R. Zaffaroni

02/15/2005

⁽²⁾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 through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.

(2) This option has a tandem tax withholding right.

(3) This option vests incrementally over a 6-year period. Date of grant is 8/8/01.

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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