

ACXIAM CORP  
Form 4  
April 14, 2015

**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 \*  
ERWIN RICHARD E.

(Last) (First) (Middle)

ACXIAM CORPORATION, 601 E. THIRD STREET

(Street)

LITTLE ROCK, AR 72201

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
04/13/2015

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)

Divisional President

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	(A) or (D)	Price
Common Stock, \$.10 Par Value	04/13/2015		A		41,929 (1)	A	\$ 0
Common Stock, \$.10 Par Value	04/13/2015		A		15,723 (2)	A	\$ 0

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.**

SEC 1474 (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)
Non-Qualified Stock Option (right to buy)	\$ 0	04/13/2015		A	21,190	(3) 04/13/2025	Common Stock, \$ .10 Par Value
Non-Qualified Stock Option (right to buy)	\$ 19.07	04/13/2015		A	42,381	(4) 04/13/2025	Common Stock, \$ .10 Par Value

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ERWIN RICHARD E. ACXIOM CORPORATION 601 E. THIRD STREET LITTLE ROCK, AR 72201			Divisional President	

## Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Richard E. Erwin 04/14/2015

\_\_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) This is a grant of performance units pursuant to the 2005 Equity Compensation Plan of Acxiom Corporation. Each performance unit represents a contingent right to receive one share of the registrant's common stock. Vesting will occur subsequent to the attainment of the performance criteria approved by the Compensation Committee of the registrant's Board of Directors for the performance period ending March 31, 2018, contingent upon the reporting person's continued employment with the registrant. If the performance criteria are exceeded, vesting may occur in an amount up to 150% of the reported number of shares; likewise, if the performance criteria are not attained, less than 100% of the reported number of shares may be vested.

(2) This is a grant of restricted stock units pursuant to the 2005 Equity Compensation Plan of Acxiom Corporation. Each restricted stock unit represents a contingent right to receive one share of the registrant's common stock. Vesting will begin on April 13, 2016, with 25% of the total becoming vested on that date and 25% each 12 months thereafter until 100% vested, contingent upon the reporting person's

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continued employment with the registrant.

- (3) This is a grant of non-qualified stock options pursuant to the 2005 Equity Compensation Plan of Acxiom Corporation. This stock option is 100% vested as of the date of grant and expires 10 years from the date of grant.

- (4) This is a grant of non-qualified stock options pursuant to the 2005 Equity Compensation Plan of Acxiom Corporation. Vesting will begin on April 13, 2016 with 25% of the total becoming vested on that date and 25% each 12 months thereafter until 100% vested, contingent upon the reporting person's continued employment with the registrant. The option expires 10 years from the date of grant.

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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