

ACXIAM CORP
Form 3
May 21, 2015

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â May S. Travis		(Month/Day/Year)	ACXIAM CORP [ACXM]	
(Last)	(First)	(Middle)	05/19/2015	
ACXIAM CORPORATION,Â 601 E. THIRD STREET			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)				(Check all applicable)
LITTLE ROCK,Â ARÂ 72201			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			Divisional President	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$.10 Par Value	134,461 ⁽¹⁾	D	Â
Common Stock, \$.10 Par Value	183.5954 ⁽²⁾	I	by Managed Account 1

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

SEC 1473 (7-02)

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.

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Incentive Stock Option (right to buy)	Â (3)	07/23/2023	Common Stock, \$.10 Par Value	4,982	\$ 0.85	D	Â
Incentive Stock Option (right to buy)	Â (3)	01/23/2022	Common Stock, \$.10 Par Value	12,090	\$ 1.1	D	Â
Incentive Stock Option (right to buy)	Â (3)	07/23/2022	Common Stock, \$.10 Par Value	5,049	\$ 1.1	D	Â
Incentive Stock Option (right to buy)	Â (3)	11/30/2020	Common Stock, \$.10 Par Value	731	\$ 1.35	D	Â
Incentive Stock Option (right to buy)	Â (3)	03/24/2024	Common Stock, \$.10 Par Value	63,773	\$ 2.58	D	Â
Non-Qualified Stock Option (right to buy)	Â (4)	02/19/2023	Common Stock, \$.10 Par Value	59,787	\$ 0.85	D	Â
Non-Qualified Stock Option (right to buy)	Â (5)	11/11/2024	Common Stock, \$.10 Par Value	17,065	\$ 19.18	D	Â

Reporting Owners

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

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: S.
Travis May

05/21/2015

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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).

This total includes 5,974 restricted stock units that represent a contingent right to receive one share of the registrant's common stock per unit. The units vest incrementally over four years from their grant dates, with 25% of the total becoming vested on each of the first through fourth anniversaries of the grant dates, contingent upon the reporting person's continued employment with the registrant.

(1) This total also includes 117,860 restricted stock units that represent a contingent right to receive one share of the registrant's common stock per unit. The units vest incrementally over two years from their grant dates, with 50% of the total becoming vested on the first and second anniversaries of the grant dates, contingent upon the reporting person's continued employment with the registrant.

(2) These shares are held under the Company's 401(k) Retirement Savings Plan.

(3) This incentive stock option vests monthly over four years from the date of grant, becoming fully vested on the four year anniversary of the grant. This option expires 10 years from the date of grant.

(4) This non-qualified stock option vests monthly over four years from the date of grant, becoming fully vested on the four year anniversary of the grant. This option expires 10 years from the date of grant.

(5) This non-qualified stock option vests incrementally over four years beginning November 11, 2015, with 25% of the total becoming vested on that date and 25% each 12 months thereafter until 100% vested. 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. 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.