ACXIOM CORP Form 4 October 19, 2004

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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OMB APPROVAL

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if no longer subject to Section 16. Form 4 or Form 5 obligations

may continue.

See Instruction

Check this box

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading MORGAN CHARLES D Issuer Symbol ACXIOM CORP [ACXM] (Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) _X_ Director 10% Owner X_ Officer (give title Other (specify 1 INFORMATION WAY 10/15/2004 below) below) President/Company Leader (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person

LITTLE ROCK, AR 72202

(City)	(State)	(Zip) Tab	le I - Non-	Derivative	Secui	rities Acqu	ired, Disposed of	or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securit ord Dispos (Instr. 3, 4	ed of (` ′	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)
Common Stock, \$.10 Par Value	10/15/2004		M		` (\$ 12.405	3,257,411	D	
Common Stock, \$.10 Par Value	10/15/2004		M	6,000	A	\$ 15.7	3,263,411	D	
Common Stock, \$.10 Par Value	10/15/2004		M	4,028	A	\$ 11.5	3,267,439	D	

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Common Stock, \$.10 Par Value	10/15/2004	M	20,796	A	\$ 13.325	3,288,235	D	
Common Stock, \$.10 Par Value	10/15/2004	M	39,772	A	\$ 11.14	3,328,007	D	
Common Stock, \$.10 Par Value						1,628	I	by Family Ltd Prtshp
Common Stock, \$.10 Par Value						51,653.2023	I	by Managed Account 1
Common Stock, \$.10 Par Value						6,345.8429	I	by Managed Account 2
Common Stock, \$.10 Par Value						103,195	I	by Spouse

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)

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 orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amou Underlying Secur (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Am or Nu of S
Non-Qualified Stock Option (right to buy)	\$ 11.14	10/15/2004		M	39,772	<u>(1)</u>	10/02/2016	Common Stock, \$ 10 Par	39

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							Value	
Non-Qualified Stock Option (right to buy)	\$ 11.5	10/15/2004	M	4,028	04/01/2002	04/02/2016	Common Stock, \$.10 Par Value	4,
Non-Qualified Stock Option (right to buy)	\$ 12.405	10/15/2004	M	29,430	(2)	01/23/2006	Common Stock, \$.10 Par Value	29
Non-Qualified Stock Option (right to buy)	\$ 13.325	10/15/2004	M	20,796	04/01/2002	04/11/2016	Common Stock, \$.10 Par Value	20
Non-Qualified Stock Option (right to buy)	\$ 15.7	10/15/2004	M	6,000	05/28/1997	05/28/2012	Common Stock, \$.10 Par Value	6,

Reporting Owners

Reporting Owner Name / Address	Relationships							
1 8	Director	10% Owner	Officer	Other				
MORGAN CHARLES D 1 INFORMATION WAY LITTLE ROCK, AR 72202	X		President/Company Leader					

Signatures

By: Catherine L. Hughes, Attorney-in-Fact For: Charles D. 10/18/2004 Morgan **Signature of Reporting Person

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).
- 25% of this option vested on the date of grant. 25% vested on 7/2/02. The remaining 50% vests incrementally over a 6-year period. Date of grant is 10/2/01.

Date

(2) This option vests incrementally over a 9-year period. Date of grant is 1/24/96.

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.

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