## Edgar Filing: DILLARD WILLIAM T II - Form 4

Form 4	/ILLIAM T II									
September 03								OMB A	PPROVAL	
FORM	UNITED	STATES SECURITIES AND EXCHANGE COMMISSION         Washington, D.C. 20549         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         20(b) of the Investment Company Act of 1940							3235-0287	
Check this if no long subject to Section 10 Form 4 or Form 5 obligation may conti <i>See</i> Instru	er <b>STATEM</b> 5. Filed purs <sup>15</sup> Section 17(a								January 31, 2005 average rs per 0.5	
1(b).										
(Print or Type R	esponses)									
DILLARD WILLIAM T II Symb			2. Issuer Name <b>and</b> Ticker or Trading /mbol CXIOM CORP [ACXM]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (M		3. Date of Earliest Transaction (Cho				ck all applicable)			
	DEPARTMENT IC., 1600 CANTI	09/01/2	Day/Year) 2009				X Director Officer (give below)		Owner er (specify	
	endment, Date Original			6. Individual or Joint/Group Filing(Check						
Filed(Mont LITTLE ROCK, AR 72201				)			Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
(City)		(Zip) Tak					Person			
		Ial				_	uired, Disposed of		-	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code	4. Securit on(A) or Dis (Instr. 3, 4) Amount	sposed	of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common				10,090		\$				
Stock, \$.10 Par Value	09/01/2009		J	(1) (1)	А	\$.92	66,905	D		

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.

 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. Transactio Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	;	Date	7. Titl Amou Under Securi (Instr.	int of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

S

<b>Reporting Owner Name / Address</b>	Relationships					
F B	Director	10% Owner	Officer	Other		
DILLARD WILLIAM T II DILLARD DEPARTMENT STORES, INC. 1600 CANTRELL ROAD LITTLE ROCK, AR 72201	Х					
Signatures						
By: Catherine L. Hughes, Attorney-in-Fact For: William T. Dillard II						
<b>**</b> 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 issued to the reporting person as compensation for his service as a director of the registrant.

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.