

TINNEY JEFF L  
Form 4  
May 11, 2012

**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 \*  
TINNEY JEFF L

2. Issuer Name and Ticker or Trading Symbol  
WORLD ACCEPTANCE CORP  
[WRLD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
PO BOX 859  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
05/10/2012

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP, WESTERN DIVISION

WHITESBORO, TX 76273

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 or Price		
COMMON STOCK, NO PAR VALUE	05/10/2012		M		800 A \$ 49	D	
COMMON STOCK, NO PAR VALUE	05/10/2012		M		2,000 A \$ 28.19	D	
COMMON STOCK, NO PAR VALUE	05/10/2012		M		2,400 A \$ 16.85	D	

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COMMON STOCK, NO PAR VALUE	05/10/2012	M	3,400	A	\$ 26.73	12,400	D
COMMON STOCK, NO PAR VALUE	05/10/2012	M	800	A	\$ 43.04	13,200	D
COMMON STOCK, NO PAR VALUE	05/10/2012	S	9,400	D	\$ 70	3,800	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.**

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(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 Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
EMPLOYEE OPTION TO BUY	\$ 49	05/10/2012		M	800	11/08/2011 11/08/2016	COMMON STOCK, NO PAR VALUE
EMPLOYEE OPTION TO BUY	\$ 28.19	05/10/2012		M	2,000	11/12/2011 11/12/2017	COMMON STOCK, NO PAR VALUE
EMPLOYEE OPTION TO BUY	\$ 16.85	05/10/2012		M	2,400	11/10/2011 11/10/2018	COMMON STOCK, NO PAR VALUE
	\$ 26.73	05/10/2012		M	3,400	11/09/2011 11/09/2019	

EMPLOYEE  
OPTION TO  
BUY

COMMON  
STOCK,  
NO PAR  
VALUE

EMPLOYEE  
OPTION TO  
BUY

\$ 43.04

05/10/2012

M

800

11/08/2011

11/08/2020

COMMON  
STOCK,  
NO PAR  
VALUE

8

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TINNEY JEFF L PO BOX 859 WHITESBORO, TX 76273			SVP, WESTERN DIVISION	

## Signatures

/S/ Jeff L.  
Tinney

05/11/2012

\_\_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).

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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