

Atlanticus Holdings Corp
 Form 4
 July 21, 2014

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 *
JPMORGAN CHASE & CO

2. Issuer Name and Ticker or Trading Symbol
Atlanticus Holdings Corp [ATLC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 270 PARK AVENUE
 (Street)

3. Date of Earliest Transaction
 (Month/Day/Year)
 12/31/2012

____ Director 10% Owner
 ____ Officer (give title below) ____ Other (specify below)

NEW YORK, NY 10017

4. If Amendment, Date Original Filed(Month/Day/Year)

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	(A) or (D)	Price			
Common Stock	12/31/2012	12/31/2012	P		69	A	\$ 3.35	1,558,711	I	See Footnote 1
Common Stock	07/05/2013	07/05/2013	P		3	A	\$ 3.58	1,563,505	I	See Footnote 1
Common Stock	07/10/2013	07/10/2013	P		4	A	\$ 3.68	1,532,075	I	See Footnote 1
Common Stock	07/19/2013	07/19/2013	P		4	A	\$ 3.68	1,531,879	I	See Footnote 1
Common Stock	08/12/2013	08/12/2013	P		2	A	\$ 3.85	1,598,181	I	See Footnote 1
	08/21/2013	08/21/2013	P		2	A	\$ 3.85	1,598,883	I	

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Common Stock									See Footnote 1
Common Stock	09/20/2013	09/20/2013	S	2	D	\$ 3.65	1,672,781	I	See Footnote 1
Common Stock	10/15/2013	10/15/2013	P	100	A	\$ 3.43	1,650,983	I	See Footnote 1
Common Stock	10/15/2013	10/15/2013	P	300	A	\$ 3.4	1,650,983	I	See Footnote 1
Common Stock	10/15/2013	10/15/2013	P	400	A	\$ 3.415	1,650,983	I	See Footnote 1
Common Stock	10/15/2013	10/15/2013	S	2,598	D	\$ 3.4	1,650,983	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	S	1	D	\$ 3.37	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.48	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.48	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.49	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.4	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.49	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.47	1,689,280	I	See Footnote 1

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Common Stock									See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.49	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	100	A	\$ 3.49	1,689,280	I	See Footnote 1
Common Stock	10/16/2013	10/16/2013	P	198	A	\$ 3.47	1,689,280	I	See Footnote 1
Common Stock	10/24/2013	10/24/2013	P	3	A	\$ 3.47	1,672,583	I	See Footnote 1

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

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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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JPMORGAN CHASE & CO 270 PARK AVENUE NEW YORK, NY 10017		X		

Signatures

Anthony Horan 07/21/2014
 **Signature of Date
 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).

Remarks:

1. All reported transactions were executed by wholly-owned subsidiaries of the Reporting Person.
2. The Reporting Person will send the Issuer a check for the amount of profit subject to short-swing recovery as a result of the

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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