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Section 1: 4 (FORM 4)

FORM	4
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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).

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

OMB APPROVAL						
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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 [*] ROSS MARK D		2. Issuer Name BANK OF THE					5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner			
17901 CHENAL PARKWAY, P.O	3. Date of Earliest 7 10/18/2011	Fransactior	n (Mon	th/Day/Yea	r)	X				
(Street) LITTLE ROCK, AR 72231-881		4. If Amendment, Date Original Filed (Month/Day/Year)					6. Individual or Joint/Group Filing (Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City) (State)	(Zip)		Table I	- Non-	-Derivative	Securiti	ired, Disposed of, or Beneficially Owned			
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution Date, if Code		(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)	Beneficial Ownership	
		^	Code	v	Amount	(A) or (D)	Price		or Indirect (I) (Instr. 4)	
Common Stock	10/18/2011	Â	А	Â	7,000 ⁽¹⁾	А	\$0	117,900	D	Â
Common Stock	Â	Â	Â	Â	Â	Â	Â	64,809	Ι	Shares held in 401(k) at 10/18/2011
Common Stock	Â	Â	Â	Â	Â	Â	Â	109,800	Ι	Shares held by Wife
Common Stock	Â	Â	Â	Â	Â	Â	Â	290,400	I	Shares held by Holt Ross Children's Trust #5

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)

(<i>e.g.</i> , puts, calls, warrants, options, convertible securities)															
1. Title of	2.	3. Transaction	3A. Deemed	4. 5. Number		6. Date Exercisable and		7. Title and Amount		8. Price of	9. Number of	10.	11. Nature		
Derivative	Conversion	Date	Execution Date, if	Transac	Transaction of		Expiration Date		of Underlying		Derivative	Derivative	Ownership	of Indirect	
Security	or Exercise	(Month/Day/Year)	any	Code		Derivat	ive	(Month/Day/Year)		Securities		Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8	3)	Securiti	es			(Instr. 3 and	4)	(Instr. 5)	Beneficially	Derivative	Ownership
	Derivative					Acquire	ed						Owned	Security:	(Instr. 4)
	Security					(A) or							Following	Direct (D)	
						Dispose	ed						Reported	or Indirect	
						of (D)							Transaction(s)	(I)	
						(Instr. 3	, 4,						(Instr. 4)	(Instr. 4)	
						and 5)									
											Amount				
								-	_		or				
								Date	Expiration	Title	Number				
								Exercisable	Date		of				
				Code	V	(A)	(D)				Shares				
Employee															
Stock										Common					
Option	\$23.685	10/18/2011	Â	Μ	Â	7,000	Â	10/18/2014	10/18/2018	Common	7,000	\$23.685	7,000	D	Â
(Right to						-				Stock	-		·		
Buy)															
57															

Reporting Owners

Den enfre a Ormen Nerre / Address	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
ROSS MARK D 17901 CHENAL PARKWAY P.O. BOX 8811 LITTLE ROCK, AR 72231-8811	X	Â	Vice Chairman & COO	Â			

Signatures

/s/ Mark D. Ross	10/20/2011
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 under the Company's Restricted Stock Plan in accordance with Rule 16b-3(d) and are subject to a substantial risk of forfeiture until vested. 100% of the shares vest on 10/18/2014, three years after the date of grant, if the individual remains employed with the Company through such date.

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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