

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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## 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 * |         |          | 2. Issuer Name and Ticker or Trading Symbol          | 5. Relationship of Reporting Person(s) to Issuer  |
| JPMORGAN CHASE & CO                       |         |          | Atlanticus Holdings Corp [ATLC]                      | (Check all applicable)  |
| (Last)                                    | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)     | ____ Director<br>____ Officer (give title below)  |
| 270 PARK AVENUE                           |         |          | 12/31/2012   | <input checked="" type="checkbox"/> 10% Owner<br>____ Other (specify below)   |
| (Street)                                  |         |          | 4. If Amendment, Date Original Filed(Month/Day/Year) | 6. Individual or Joint/Group Filing(Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person |
| NEW YORK, NY 10017                        |         |          |  |   |
| (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                    | 10/24/2013                           | 10/24/2013   | P                              |   | 3   | A  | \$ 3.47                           | 1,672,583 | I | See Footnote 1 |
| Common Stock                    | 11/14/2013                           | 11/14/2013   | P                              |   | 2   | A  | \$ 3.4                            | 1,661,085 | I | See Footnote 1 |
| Common Stock                    | 11/25/2013                           | 11/25/2013   | S                              |   | 45  | D  | \$ 3.55                           | 1,672,340 | I | See Footnote 1 |
| Common Stock                    | 11/25/2013                           | 11/25/2013   | S                              |   | 100   | D  | \$ 3.54                           | 1,672,340 | I | See Footnote 1 |
| Common Stock                    | 11/25/2013                           | 11/25/2013   | S                              |   | 100   | A  | \$ 3.54                           | 1,672,340 | I | See Footnote 1 |
|                                 | 12/04/2013                           | 12/04/2013   | P                              |   | 3   | A  |                                   | 1,672,743 | I |                |

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|              |            |            |     |        |   |         |           |   |                |
|--------------|------------|------------|-----|--------|---|---------|-----------|---|----------------|
| Common Stock |            |            |     |        |   | \$ 3.71 |           |   | See Footnote 1 |
| Common Stock | 12/18/2013 | 12/18/2013 | S   | 3      | D | \$ 3.5  | 1,672,740 | I | See Footnote 1 |
| Common Stock | 12/27/2013 | 12/27/2013 | P   | 15     | A | \$ 3.58 | 1,672,755 | I | See Footnote 1 |
| Common Stock | 01/07/2014 | 01/07/2014 | P   | 174    | A | \$ 3.29 | 1,672,520 | I | See Footnote 1 |
| Common Stock | 02/01/2013 | 02/01/2013 | S/K | 69.33  | A | \$ 3.25 | 1,535,672 | I | See Footnote 1 |
| Common Stock | 02/12/2013 | 02/12/2013 | P/K | 69.33  | A | \$ 3.27 | 1,535,672 | I | See Footnote 1 |
| Common Stock | 02/15/2013 | 02/15/2013 | P/K | 79,300 | A | \$ 3.21 | 1,535,672 | I | See Footnote 1 |

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

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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) | 8. Price of Derivative Security (Instr. 5) | 9. Nu...                   |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares |

## Reporting Owners

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

## Signatures

Anthony Horan

07/21/2014

\*\*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).

### 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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