

TINNEY JEFF L
Form 4
March 20, 2013

FORM 4

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

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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(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)

3. Date of Earliest Transaction
(Month/Day/Year)
03/19/2013

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

SVP, WESTERN DIVISION

PO BOX 859

(Street)

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

WHITESBORO, TX 76273

(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 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 Indirect Beneficial Ownership (Instr. 4)
COMMON STOCK, NO PAR VALUE	03/19/2013		M	1,696 A	\$ 28.19 35,154	D	
COMMON STOCK, NO PAR VALUE	03/19/2013		M	1,400 A	\$ 16.85 36,554	D	
COMMON STOCK, NO PAR VALUE	03/19/2013		M	2,200 A	\$ 26.73 38,754	D	

COMMON STOCK, NO PAR VALUE	03/19/2013	M	2,800	A	\$ 43.04	41,554	D
COMMON STOCK, NO PAR VALUE	03/19/2013	S	8,096	D	\$ 78.45	33,458	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.

SEC 1474
(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 Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Am or Nun of Sha
EMPLOYEE STOCK OPTION, RIGHT TO BUY	\$ 28.19	03/19/2013		M		1,696		11/12/2012	11/12/2017	COMMON STOCK, NO PAR VALUE	1,0
EMPLOYEE STOCK OPTION, RIGHT TO BUY	\$ 16.85	03/19/2013		M		1,400		11/10/2012	11/10/2018	COMMON STOCK, NO PAR VALUE	1,4
EMPLOYEE STOCK OPTION, RIGHT TO BUY	\$ 26.73	03/19/2013		M		2,200		11/09/2012	11/09/2019	COMMON STOCK, NO PAR VALUE	2,3
EMPLOYEE STOCK OPTION,	\$ 43.04	03/19/2013		M		2,800		11/08/2012	11/08/2020	COMMON STOCK, NO PAR	2,3

RIGHT TO
BUY

VALUE

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	03/20/2013
-----------------------	------------

__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.

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.