

Atlanticus Holdings Corp  
Form 3  
July 21, 2014

**FORM 3**

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

OMB APPROVAL

OMB  
Number: 3235-0104  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

**INITIAL STATEMENT OF 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<br>Person * | 2. Date of Event Requiring<br>Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol            |
| Â JPMORGAN CHASE & CO                        | (Month/Day/Year)                        | Atlanticus Holdings Corp [ATLC]                               |
| (Last) (First) (Middle)                      | 07/05/2013                              |                                                               |
| 270 PARK AVENUE                              |                                         | 4. Relationship of Reporting<br>Person(s) to Issuer           |
| (Street)                                     |                                         | 5. If Amendment, Date Original<br>Filed(Month/Day/Year)       |
|                                              |                                         | (Check all applicable)                                        |
|                                              |                                         | 6. Individual or Joint/Group<br>Filing(Check Applicable Line) |
|                                              |                                         | ___ Director ___X___ 10% Owner                                |
|                                              |                                         | ___ Officer ___ Other                                         |
|                                              |                                         | ___ Form filed by One Reporting<br>Person                     |
|                                              |                                         | ___ Form filed by More than One<br>Reporting Person           |
| NEW YORK,Â NYÂ 10017                         |                                         |                                                               |
| (City) (State) (Zip)                         |                                         |                                                               |

**Table I - Non-Derivative Securities Beneficially Owned**

|                                    |                                                             |                                                                         |                                                             |
|------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------|
| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities<br>Beneficially Owned<br>(Instr. 4) | 3. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial<br>Ownership<br>(Instr. 5) |
| Common Stock                       | 1,563,505                                                   | I                                                                       | See Footnote 1                                              |

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

SEC 1473 (7-02)

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information contained in this form are not  
required to respond unless the form displays a  
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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

|                                               |                                                                |                                                                                      |                                                                    |                                                                                 |                                                                |
|-----------------------------------------------|----------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------|
| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 4) | 4. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 5. Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect | 6. Nature of Indirect<br>Beneficial<br>Ownership<br>(Instr. 5) |
|                                               | Date<br>Exercisable                                            | Expiration<br>Date                                                                   | Title                                                              | Amount or<br>Number of                                                          |                                                                |

# Edgar Filing: Atlanticus Holdings Corp - Form 3

|                                  |            |            |                 | Shares |            | (I)<br>(Instr. 5) |                |
|----------------------------------|------------|------------|-----------------|--------|------------|-------------------|----------------|
| Convertible Bond May<br>30, 2025 | 05/30/2012 | 05/30/2025 | Common<br>Stock | 69,330 | \$ 35.5745 | I                 | See Footnote 1 |

## 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 5(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. Beneficial ownership of this position was acquired by a wholly-owned subsidiary of the Reporting

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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