DILLARD ALEX

Form 5 March 20, 2018

OMB APPROVAL FORM 5

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

no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction

Check this box if

ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Estimated average burden hours per response... 1.0

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, 1(b). Form 3 Holdings Section 17(a) of the Public Utility Holding Company Act of 1935 or Section Reported 30(h) of the Investment Company Act of 1940 Form 4

Transactions Reported

1. Name and Address of Reporting Person * DILLARD ALEX			2. Issuer Name and Ticker or Trading Symbol DILLARD'S, INC. [DDS]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 1600 CANTF	(First) RELL ROAL	(Middle)	3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year) 02/03/2018	X Director 10% OwnerX Officer (give title Other (specify below) President			
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Reporting (check applicable line)			
LITTLE ROO	CK Â ARÂ 7	12201					

LITTLE ROCK, A ARA 72201

X Form Filed by One Reporting Person Form Filed by More than One Reporting Person

OMB

Number:

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3235-0362

January 31,

2005

(City)	(State) (Z	ip) Table	I - Non-Deriv	ative Secu	ırities	Acquir	ed, Disposed of	f, or Beneficial	ly 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. Securi Acquired Disposed (Instr. 3,	d (A) of (D) 4 and (A) or))	5. Amount of Securities Beneficially Owned at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Class A	Â	Â	Â	Â	Â	Â	1,011,306 (5)	D	Â
Common Class A - Retirement Plan	Â	Â	Â	Â	Â	Â	1,251 (4)	D	Â
Common Class A	Â	Â	Â	Â	Â	Â	41,496 (1)	I	See footnote (1)

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.							lection of info equired to resp		SEC 2270 (9-02)
Common Class A	Â	Â	Â	Â	Â	Â	36,000 (3)	I	See footnote (3)
Common Class A	Â	Â	Â	Â	Â	Â	7,300 (2)	I	See footnote (2)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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E:

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amor Unde Secur	le and unt of rlying ities . 3 and 4)	8. Price of Derivative Security (Instr. 5)
				(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

Reporting Owners

Reporting Owner Name / Address	Relationships							
· · · · · · · · · · · · · · · · · · ·	Director	10% Owner	Officer	Other				
DILLARD ALEX 1600 CANTRELL ROAD LITTLE ROCK, AR 72201	ÂΧ	Â	President	Â				

Signatures

Alex Dillard	03/20/2018			
**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).

These shares are held by W.D. Company, Inc. The reporting person owns 27.9% of W.D. Company, Inc. and is one of its directors and officers. W. D. Company, Inc. also holds 3,985,776 shares of Class B Common Stock, which are convertible into shares of Class A Common Stock on a one-for-one basis

Reporting Owners 2

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- (2) Trustee of GST Trust
- (3) Owned by Spouse
- (4) Between January 29, 2017 and February 3, 2018, the reporting person acquired 635 shares of Dillard's Class A Common Stock under the Dillard's 401(k) plan. This acquisition is exempt under Rule 16b-3(c).
- (5) This amount has been adjusted to account for a record discrepancy resulting from the rounding of fractional shares.

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Remarks:

Remarks: The reporting person disclaims beneficial ownership of the shares reported herein as indirection Note: File three copies of this Form, one of which must be manually signed. If space provided 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.