

FREEMAN JAMES I
Form 4
May 24, 2018

FORM 4

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

OMB APPROVAL

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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).

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 *
FREEMAN JAMES I

(Last) (First) (Middle)
1600 CANTRELL ROAD
(Street)
LITTLE ROCK, AR 72201
(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
DILLARD'S, INC. [DDS]

3. Date of Earliest Transaction (Month/Day/Year)
05/22/2018

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing (Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Class A | 05/22/2018 | | S ⁽¹⁾ | V Amount (D) Price 44,894 D \$ 75.1 ₍₂₎ | 226,930 | D | |
| Common Class A | 05/22/2018 | | S ⁽¹⁾ | V Amount (D) Price 16,081 D 75.99 ₍₃₎ | 210,849 | D | |
| Common Class A | 05/22/2018 | | S ⁽¹⁾ | V Amount (D) Price 6,725 D 76.94 ₍₄₎ | 204,124 | D | |
| Common Class A | 05/22/2018 | | S ⁽¹⁾ | V Amount (D) Price 500 D 78.09 ₍₅₎ | 203,624 | D | |

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| | | | | | | | |
|----------------|------------|------------------|-------|---|--------------------|---------|---|
| Common Class A | 05/22/2018 | S ⁽¹⁾ | 1,200 | D | \$ 78.99 (6) | 202,424 | D |
| Common Class A | 05/22/2018 | S ⁽¹⁾ | 600 | D | \$ 80.19 (7) | 201,824 | 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.

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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. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| FREEMAN JAMES I 1600 CANTRELL ROAD LITTLE ROCK, AR 72201 | | X | | |

Signatures

/s/ James I. Freeman 05/24/2018

**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).

- (1) All sales reported on this Form 4 were made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person.
- (2) Sale prices ranged from \$74.57 to \$75.56
- (3) Sale prices ranged from \$75.57 to \$76.55
- (4) Sale prices ranged from \$76.57 to \$77.49
- (5) Sale prices ranged from \$77.69 to \$78.63
- (6) Sale prices ranged from \$78.70 to \$79.46
- (7) Sale prices ranged from \$79.88 to \$80.65

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.