Atlanticus Holdings Corp
Form 4
July 21, 2014

FORM 4

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

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

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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).

(Print or Type Responses)

1. Name and Address of Reporting Person *
JPMORGAN CHASE & CO

(Last) (First) (Middle)

270 PARK AVENUE

(Street)

NEW YORK, NY 10017

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
Atlanticus Holdings Corp [ATLC]

3. Date of Earliest Transaction (Month/Day/Year)
12/31/2012

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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)
			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	

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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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 Deriv Secur Bene Owne Follo Repo Trans (Instr
				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 270 PARK AVENUE 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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