

HOGAN WILLIAM D  
Form 4  
May 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

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
HOGAN WILLIAM D

2. Issuer Name **and** Ticker or Trading  
Symbol  
CENTURY NEXT FINANCIAL  
Corp [CTUY]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)  
C/O CENTURY NEXT  
FINANCIAL CORPORATION, 505  
NORTH VIENNA STREET

3. Date of Earliest Transaction  
(Month/Day/Year)  
05/17/2013

☒ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify  
below) President\*

(Street)

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

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

RUSTON, LA 71270

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of<br>(D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |   |
|---------------------------------------|---|---|---|--|--|--|---|---|
|                                       |   |   | Code                                    | V  | Amount<br>(A)<br>or<br>(D)   | Price  |   |   |
| Common<br>Stock                       | 05/17/2013                              |   | P                                       |  | 1,700  | A<br>\$<br>13.5  | 23,491 <sup>(1)</sup>   | D |
| Common<br>Stock                       |   |   |   |  |  |  | 11,999.7304<br><sup>(2)</sup>                                     | I |
| Common<br>Stock                       |   |   |   |  |  |  | 6,000   | I |
| Common                                |   |   |   |  |  |  | 642.5658 <sup>(4)</sup>   | I |

By 401(k)  
Plan  
By Kelly's  
the  
Fashion of  
Ruston <sup>(3)</sup>  
By ESOP

# Edgar Filing: HOGAN WILLIAM D - Form 4

Stock

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                                     | 8. Pri<br>Deriv<br>Secu<br>(Instr |
|---|--|---|---|--------------------------------------|--|--|--------------------|---|-------------------------------------|-----------------------------------|
|   |  |   |   | Code                                 | V (A) (D)  | Date<br>Exercisable  | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of Shares |                                   |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy)    | \$ 15  |   |   |                                      |  | (5)<br>08/03/2021  |                    | Common<br>Stock   | 19,000                              |                                   |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |            |       |
|--|---------------|-----------|------------|-------|
|  | Director      | 10% Owner | Officer    | Other |
| HOGAN WILLIAM D<br>C/O CENTURY NEXT FINANCIAL CORPORATION<br>505 NORTH VIENNA STREET<br>RUSTON, LA 71270 | X             |           | President* |       |

## Signatures

/s/William D.  
Hogan 05/20/2013

\*\*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).
- (1) Includes 2,628 shares held in the 2011 Recognition and Retention Plan Trust which reflect the unvested portion of a grant amount originally covering 4,380 shares that commenced vesting at a rate of 20% per year on May 17, 2012.
- (2) Reflects units which represent share interests in the Issuer's 401(k) Plan. Based on a report dated March 27, 2013.
- (3) The reporting person's spouse is the sole member of the limited liability company.
- (4) Includes shares allocated to the reporting person's ESOP account since the last filed Form 4.
- (5) The options are vesting at a rate of 20% per year commencing on August 3, 2012.

### Remarks:

\*President of Bank of Ruston, Issuer subsidiary

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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