

CENTURY NEXT FINANCIAL Corp

Form 4

August 30, 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

OMB  
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2005  
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(Print or Type Responses)

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

(Last) (First) (Middle)

C/O CENTURY NEXT  
FINANCIAL CORPORATION, 505  
NORTH VIENNA STREET

(Street)

RUSTON, LA 71270

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/28/2013

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)  
President and CEO

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 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	08/28/2013		P	3,000 A \$ 15.75	27,592 <sup>(1)</sup>	D	
Common Stock	08/28/2013		P	2,000 A \$ 16	29,592 <sup>(1)</sup>	D	
Common Stock	08/30/2013		P	2,500 A \$ 16.1	32,092 <sup>(1)</sup>	D	
Common Stock					11,999.7304 <sup>(2)</sup>	I	By 401(k) Plan
					6,000	I	

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Common  
Stock

By Kelly's  
the  
Fashion of  
Ruston <sup>(3)</sup>

Common  
Stock

642.5658 I

By ESOP

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

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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 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. Pri Deriv Secu (Instr	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 15					<u>(4)</u>	08/03/2021	Common Stock	19,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HOGAN WILLIAM D C/O CENTURY NEXT FINANCIAL CORPORATION 505 NORTH VIENNA STREET RUSTON, LA 71270	X		President and CEO	

## Signatures

/s/William D.  
Hogan

08/30/2013

    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) The options are vesting at a rate of 20% per year commencing on August 3, 2012.

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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