

FIRST CASH FINANCIAL SERVICES INC

Form 4

November 25, 2014

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 *
Moore Sean

2. Issuer Name and Ticker or Trading Symbol
FIRST CASH FINANCIAL SERVICES INC [FCFS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
690 E. LAMAR BLVD., STE. 400
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
11/21/2014

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
SVP Store Development

ARLINGTON, TX 76011

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

(City) (State) (Zip)

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	11/21/2014		M		10,000	A	\$ 17.5 11,098
Common Stock	11/21/2014		S		10,000	D	\$ 58.25 1,098
Common Stock	11/21/2014		M		1,969	A	\$ 20 3,067
Common Stock	11/21/2014		S		1,969	D	\$ 58.25 1,098
Common Stock	11/24/2014		M		8,031	A	\$ 20 9,129

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Common Stock	11/24/2014	S	8,031	D	\$ 58.25	1,098	D
Common Stock ⁽¹⁾						737	D
Restricted Stock ⁽²⁾						900	D

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

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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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options	\$ 17.5	11/21/2014		M	10,000	01/28/2005 01/28/2015	Common Stock	10,000	
Options	\$ 20	11/21/2014		M	1,969	01/28/2005 01/28/2015	Common Stock	1,969	
Options	\$ 20	11/24/2014		M	8,031	01/28/2005 01/28/2015	Common Stock	8,031	
Options	\$ 19					12/20/2005 12/20/2015	Common Stock	10,000	
Options ⁽³⁾	\$ 40					07/01/2016 ⁽³⁾ 12/31/2020	Common Stock	50,000	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Moore Sean 690 E. LAMAR BLVD., STE. 400 ARLINGTON, TX 76011			SVP Store Development	

Signatures

/s/ Sean D.
Moore

11/24/2014

__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).

(1) Shares held in the First Cash 401(k) Profit Sharing Plan.

(2) Restricted stock award granted in 2010. Vesting is time-based with 200 shares vesting on January 31, 2011 and 300 shares vesting on January 31 of each year from 2012 through 2017. Shares reported are the remaining unvested restricted stock awards.

Vesting of these options is time-based with 20% of the award vesting on July 1, 2016, 20% of the award vesting on July 1, 2017, 20% of the award vesting on July 1, 2018, 20% of the award vesting on July 1, 2019 and 20% of the award vesting on July 1, 2020. Shares reported are the remaining unvested and/or unexercised option awards.

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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