

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**SCHEDULE 13D**

Under the Securities Exchange Act of 1934  
(Amendment No. )\*

**QURATE RETAIL, INC.**

(Name of Issuer)

**Series A Common Stock, par value \$.01 per share**

**Series B Common Stock, par value \$.01 per share**

(Title of Class of Securities)

**Series A Common Stock: 74915M100**

**Series B Common Stock: 74915M209**

(CUSIP Numbers)

**Gregory B. Maffei**  
**c/o Qurate Retail, Inc.**  
**12300 Liberty Boulevard**  
**Englewood, Colorado 80112**  
**(720) 875-5300**

(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

**October 25, 2018**

(Date of Event Which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box

**Note.** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See §240.13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).





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401(k) account having the benefit of employer funded matching payments, the exercise of options to purchase shares of Common Stock and the December 2018 vesting of options to purchase shares of Series B Common Stock (as more specifically described in Item 5 of this Statement)) with the Issuer in consideration of his service as an officer and (ii) a privately negotiated exchange transaction with a third party.

#### **Item 4. Purpose of the Transaction.**

Mr. Maffei acquired beneficial ownership of the shares of Series A Common Stock and Series B Common Stock reported on this Statement as described in Item 3 of this Statement. Mr. Maffei holds and has acquired these shares of Series A Common Stock and Series B Common Stock for investment purposes. Other than as set forth in this Statement, Mr. Maffei does not have any present plans or proposals which relate to or would result in: (i) any acquisition by any person of additional securities of the Issuer, or any disposition of securities of the Issuer; (ii) any extraordinary corporate transaction, such as a merger, reorganization or liquidation, involving the Issuer or any of its subsidiaries; (iii) any sale or transfer of a material amount of assets of the Issuer or any of its subsidiaries; (iv) any change in the present board of directors or management of the Issuer, including any plans or proposals to change the number or term of directors or to fill any existing vacancies on the board of directors of the Issuer; (v) any material change in the present capitalization or dividend policy of the Issuer; (vi) any other material change in the Issuer's business or corporate structure; (vii) any change in the Issuer's charter or bylaws or other actions which may impede the acquisition of control of the Issuer by any person; (viii) any delisting from a national securities exchange or any loss of authorization for quotation in an inter-dealer quotation system of a registered national securities association of a class of securities of the Issuer; (ix) any termination of registration pursuant to Section 12(g)(4) of the Exchange Act of a class of equity securities of the Issuer; or (x) any action similar to any of those enumerated above.

Mr. Maffei is the Chairman of the Board of the Issuer and a member of its board of directors. As a result, Mr. Maffei regularly has discussions with members of Issuer management, board members of the Issuer, and stockholders of the Issuer, which discussions from time to time relate to management, governance and board composition, the Issuer's operations and financial condition or strategic transactions.

Notwithstanding the foregoing, Mr. Maffei may determine to change his intentions with respect to the Issuer at any time in the future and may, for example, elect (i) to acquire additional shares of Common Stock in open market or privately negotiated transactions or pursuant to the exercise of stock options or (ii) to dispose of all or a portion of his holdings of shares of Common Stock. In reaching any determination as to his future course of action, Mr. Maffei will take into consideration various factors, such as the Issuer's business and prospects, other developments concerning the Issuer, other business opportunities available to Mr. Maffei, estate planning considerations and general economic and stock market conditions, including, but not limited to, the market price of the Common Stock.

#### **Item 5. Interest in Securities of the Issuer.**

(a) - (b) Mr. Maffei beneficially owns (without giving effect to the conversion of shares of Series B Common Stock into shares of Series A Common Stock) (i) 10,317,513 shares of Series A Common Stock (including (A) 7,794 shares held in the Liberty Media 401(k) Savings Plan for the benefit of Mr. Maffei, (B) 32,932 shares held by the Maffei Foundation, as to which Mr. Maffei disclaims beneficial ownership, and (C) 5,670,630 shares that are issuable upon the exercise of options, which are exercisable as of, or will be exercisable within 60 days of, December 21, 2018), which shares represent approx,

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deemed to beneficially own voting equity securities of the Issuer representing approximately 4.0% of the voting power with respect to the general election of directors of the Issuer.

Mr. Maffei has the sole power to vote and to dispose of, or to direct the voting or disposition of, his shares of Common Stock.

(c) On October 25, 2018, Mr. Maffei acquired beneficial ownership of 323,176 shares of Series B Common Stock, as a result of the vesting on December 24, 2018 of stock options to purchase 323,176 shares of Series B Common Stock held by Mr. Maffei at an exercise price of \$29.87 per share. On November 1, 2018, Mr. Maffei acquired beneficial ownership of 175,281 shares of Series B Common Stock, as a result of the vesting on December 31, 2018 of stock options to purchase 175,281 shares of Series B Common Stock held by Mr. Maffei at an exercise price of \$27.77 per share. rch

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

December 21, 2018

/s/ Gregory B. Maffei

Gregory B. Maffei