

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (date of earliest event reported):

(Exact name of registrant as specified in its charter)

(State or other jurisdiction of
incorporation or organization)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

(Address of principal executive offices and zip code)

Registrant's telephone number, including area code:

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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On August 13, 2012, Liberty Interactive Corporation (the "Corporation" or "we") delivered to its executive officers and directors (collectively, the "Covered Persons") a notice under Rule 104(b)(2)(ii) of Regulation BTR, pursuant to which the Corporation has imposed a "blackout" period in accordance with Section 306(a) of the Sarbanes-Oxley Act of 2002 ("SOX") and the Securities and Exchange Commission regulations.

Because a blackout period under the Liberty Media 401(k) Savings Plan (the "Plan"), in which the Corporation is an adopting employer, has been extended through 5:00 p.m., New York City time, on Friday, August 17, 2012, we are imposing a

blackout period from 5:00 p.m. on Friday, August 17, 2012, through 5:00 p.m. on Friday, August 24, 2012, New York City time. We will advise the Covered Persons when the SOX blackout period ends, if earlier or later than the specified date and time. The extension of the blackout period under the Plan is needed in connection with the distribution of the Corporation's Series A Liberty Ventures common stock ("LVNTA") and Series B Liberty Ventures common stock ("LVNTB"). Liberty Interactive Corporation is not recommending the purchase or sale of any securities.



Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 13, 2012

LIBERTY INTERACTIVE CORPORATION

By: /s/ Wade Haufschild
Name: Wade Haufschild
Title: Vice President