



June 21, 2012

Via E-mail

Gregory B. Maffei
Chief Executive Officer and President
Liberty Interactive Corporation
12300 Liberty Boulevard
Englewood, CO 80112

**Re: Liberty Interactive Corporation
Amendment No. 2 to Registration Statement on Form S-4
Filed June 12, 2012
File No. 333-180543**

Dear Mr. Maffei:

We have reviewed your amended registration statement and have the following comments. In some of our comments, we may ask you to provide us with information so we may better understand your disclosure.

Please respond to this letter by amending your registration statement and providing the requested information. If you do not believe our comments apply to your facts and circumstances or do not believe an amendment is appropriate, please tell us why in your response.

After reviewing any amendment to your registration statement and the information you provide in response to these comments, we may have additional comments.

Questions and Answers, page 1

1. We note your response to comment 1 from our letter dated May 31, 2012. Please revise your disclosure here and throughout your prospectus to state that in the event your board of directors determines to reattribute some or all of the proceeds to the Interactive Group, you would compensate the Ventures Group through an inter-group loan, interest or the transfer of another asset for fair value under your "current" management and allocation policies.

Summary, page 10

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recognition of the value of all of [y]our businesses and assets and enhance stockholder value.” We understand that reflecting separately the performance of the businesses and assets attributed to each group may facilitate a valuation of each group’s separate merits and facilitate benchmarking to different peer groups, thereby increasing “transparency.”
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