

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response...	0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * ROSENTHALER ALBERT E			2. Issuer Name and Ticker or Trading Symbol Liberty Interactive Corp [LINTA]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ Senior Vice President		
(Last) 12300 LIBERTY BOULEVARD	(First) 	(Middle) 	3. Date of Earliest Transaction (Month/Day/Year) 09/04/2012					
(Street) ENGLEWOOD, CO 80112			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Series A Liberty Interactive Common Stock	09/04/2012		M		44,124	A	\$ 15.9	80,088	D	
Series A Liberty Interactive Common Stock	09/04/2012		M		25,319	A	\$ 2.65	105,407	D	
Series A Liberty Interactive Common Stock	09/04/2012		M		18,742	A	\$ 9.32	124,149	D	
Series A Liberty Interactive Common Stock	09/04/2012		S		22,008	D	\$ 18.57	102,141	D	
Series A Liberty Interactive Common Stock	09/04/2012		F		66,177	D	\$ 18.56	35,964	D	
Series A Liberty Interactive Common Stock	09/05/2012		M		60,958	A	\$ 15.4	96,922	D	
Series A Liberty Interactive Common Stock	09/05/2012		M		60,953	A	\$ 14.03	157,875	D	
Series A Liberty Interactive Common Stock	09/05/2012		S		14,818	D	\$ 18.44	143,057	D	
Series A Liberty Interactive Common Stock	09/05/2012		F		107,093	D	\$ 18.54	35,964	D	
Series A Liberty Interactive Common Stock								12,656 ⁽¹⁾	I	By 401(k) Savings Plan

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. 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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date					
Stock Option (right to buy) - LINTA	\$ 15.9	09/04/2012		M		44,124	⁽²⁾	02/28/2013	Series A Liberty Interactive Common Stock	\$ 0	0	D	

Stock Option (right to buy) - LINTA	\$ 2.65	09/04/2012		M		25,319	(3)	12/16/2015	Series A Liberty Interactive Common Stock	25,319	\$ 0	25,321	D
Stock Option (right to buy) - LINTA	\$ 9.32	09/04/2012		M		18,742	(4)	12/17/2016	Series A Liberty Interactive Common Stock	18,742	\$ 0	56,226	D
Stock Appreciation Rights	\$ 15.4	09/05/2012		M		60,958	(2)	07/31/2013	Series A Liberty Interactive Common Stock	60,958	\$ 0	0	D
Stock Appreciation Rights	\$ 14.03	09/05/2012		M		60,953	(2)	08/06/2014	Series A Liberty Interactive Common Stock	60,953	\$ 0	0	D

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROSENTHALER ALBERT E 12300 LIBERTY BOULEVARD ENGLEWOOD, CO 80112			Senior Vice President	

Signatures

/s/ Albert E. Rosenthaler	09/06/2012
	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) The number of shares reported as held in the reporting person's 401(k) is based on a statement from the Plan Administrator dated as of August 31, 2012.

(2) The derivative security is fully vested.

(3) The options were granted on December 16, 2008, and vest quarterly over 4 years.

(4) The options were granted on December 17, 2009, and vest quarterly over 4 years.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.