

(Print or Type Responses)

1. Name and Address of Reporting Person * Costello William			2. Issuer Name and Ticker or Trading Symbol HSN, Inc. [HSNI]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)			
(Last) (First) (Middle) C/O HSN, INC., 1 HSN DRIVE			3. Date of Earliest Transaction (Month/Day/Year) 05/17/2011						
(Street) ST. PETERSBURG, FL 33729			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			
Common Stock, par value \$0.01 per share	05/19/2011		M(1)		5,144	A \$ 0	39,603	D	
Common Stock, par value \$0.01 per share	05/19/2011		M(1)		1,940	A \$ 0	41,543 (2)	D	

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	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Stock Units	\$ 0	05/19/2011		M			5,144	(3)	(3)	Common Stock, par value \$0.01 per share	5,144	\$ 0	0	D	
Restricted Stock Units	\$ 0	05/19/2011		M			1,940	(3)	(3)	Common Stock, par value \$0.01 per share	1,940	\$ 0	1,939	D	
Restricted Stock Units	\$ 0	05/17/2011		A			3,116	(4)	(4)	Common Stock, par value \$0.01 per share	3,116	\$ 0	3,116	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

Costello William C/O HSN, INC. 1 HSN DRIVE ST. PETERSBURG, FL 33729	X			
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Signatures

/s/ Linda C. Frazier, as attorney-in-fact		05/19/2011
<small>**Signature of Reporting Person</small>		<small>Date</small>

Explanation of Responses:

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If the form is filed by more than one reporting person,*see* Instruction 4(b)(v).
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Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1)

Represents shares of HSN, Inc. ("HSNI") common stock acquired upon the vesting of restricted stock units.
- (2)

Represents (i) 32,660 shares of common stock held directly by the reporting person and (ii) 8,883 deferred share units.
- (3)

Represents restricted stock units which vested on May 19, 2011.
- Represents a grant of HSNI restricted stock units in connection with the reporting person's continuous service as a non-employee director of HSNI. The terms of the grant provide for
- (4)

100% vesting on the first anniversary of the grant date i.e. on May 17, 2012. The restricted stock units will be settled 100% in shares of HSNI common stock six months following the reporting person's retirement or other termination of service as a director.

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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