

INITIAL STATEMENT OF 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

(Print or Type Responses)

1. Name and Address of Reporting Person * GEORGE MICHAEL A (Last) (First) (Middle) 12300 LIBERTY BLVD. (Street) ENGLEWOOD, CO 80112 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 09/23/2011	3. Issuer Name and Ticker or Trading Symbol Liberty Interactive Corp [LINTA]	
		4. 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)	5. 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

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Series A Liberty Interactive Common Stock	280,358	D	

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Stock Option (right to buy)	(1)	02/27/2016	Series A Liberty Interactive Common Stock	75,000	\$ 3.24	D	
Stock Option (right to buy)	(1)	02/27/2016	Series A Liberty Interactive Common Stock	75,000	\$ 6	D	
Stock Option (right to buy)	(2)	04/06/2016	Series A Liberty Interactive Common Stock	500,000	\$ 3.41	D	
Stock Option (right to buy)	(2)	04/06/2016	Series A Liberty Interactive Common Stock	500,000	\$ 6	D	
Stock Option (right to buy)	(3)	04/06/2016	Series A Liberty Interactive Common Stock	100,000	\$ 3.41	D	
Stock Option (right to buy)	(3)	04/06/2016	Series A Liberty Interactive Common Stock	100,000	\$ 6	D	
Stock Option (right to buy)	(4)	03/01/2017	Series A Liberty Interactive Common Stock	657,895	\$ 12.97	D	
Stock Option (right to buy)	(5)	03/02/2018	Series A Liberty Interactive Common Stock	3,800,000	\$ 16.01	D	

Reporting Owners

Relationships	
Reporting Owner Name /	

Address	Director	10% Owner	Officer	Other
GEORGE MICHAEL A 12300 LIBERTY BLVD. ENGLEWOOD, CO 80112	X			

Signatures

/s/ Michael A. George		10/03/2011
<small>**Signature of Reporting Person</small>		<small>Date</small>

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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 option vests as to 21,875 shares semi-annually over four years from the grant date of February 27, 2009.
- (2) The option vests as to 75,000 shares semi-annually over four years from the grant date of April 6, 2009.
- (3) The option vests as to 18,750 shares semi-annually over four years from the grant date of April 6, 2009.
- (4) The option vests as to 82,236.875 shares semi-annually over four years from the grant date of March 1, 2010; partial shares vest when remainder includes full share.
- (5) The option vests as to 1,900,000 shares on December 15, 2014 and 1,900,000 shares on December 15, 2015.

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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