

SINA CORP  
Form 6-K  
November 13, 2013

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, DC 20549

---

**FORM 6-K**

---

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16  
OF THE SECURITIES EXCHANGE ACT OF 1934**

**For the month of November 2013**

**Commission File Number: 000-30698**

---

**SINA Corporation**  
(Registrant's Name)

---

**37F, Jin Mao Tower  
88 Century Boulevard, Pudong  
Shanghai 200121, China**  
(Address of Principal Executive Offices)

---

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F

Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

---

**TABLE OF CONTENTS**

Signatures

Exhibit 99.1	Press Release regarding Launching of the Proposed Offering of Convertible Senior Notes
Exhibit 99.2	Management's Discussion and Analysis of Financial Condition and Results of Operations Exhibit 99.2 sets forth the "Management's Discussion and Analysis of Financial Condition and Results of Operations" section included in the Registrant's preliminary offering memorandum dated November 13, 2013 in connection with the proposed offering of convertible senior notes.
Exhibit 99.3	Form of Amendment No. 2 to Rights Agreement

---

Edgar Filing: SINA CORP - Form 6-K

**SIGNATURES**

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

**SINA CORPORATION**

Date: November 13, 2013

By:           /s/ Herman Yu          

Herman Yu  
Chief Financial Officer

---