

SINA CORP  
Form 6-K  
November 14, 2013

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 6-K**

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**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

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**SINA Corporation**

(Registrant's Name)

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37F, Jin Mao Tower

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**88 Century Boulevard, Pudong**

**Shanghai 200121, China**

(Address of Principal Executive Offices)

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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):

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Signatures

Press Release regarding Results of Operations and Financial Condition for the Third Quarter Ended September 30, 2013, issued by SINA Corporation on November 12, 2013.

**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**  
(Registrant)

Date: November 14, 2013

By:

/s/ Herman Yu  
Herman Yu  
Chief Financial Officer