

BARTON RICHARD N
Form 4
July 29, 2011

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
BARTON RICHARD N

2. Issuer Name and Ticker or Trading Symbol
NETFLIX INC [NFLX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
100 WINCHESTER CIRCLE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
07/27/2011

Director 10% Owner
 Officer (give title below) Other (specify below)

LOS GATOS, CA 95032

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount or Price | | |
| Common Stock | 07/27/2011 | | M | | 2,331 A \$ 17.16 | 2,674 | D |
| Common Stock | 07/27/2011 | | S | | 2,331 D \$ 271.68 | 343 | D |
| Common Stock | 07/27/2011 | | M | | 2,203 A \$ 18.14 | 2,546 | D |
| Common Stock | 07/27/2011 | | S | | 2,203 D \$ 271.68 | 343 | D |
| Common Stock | 07/27/2011 | | M | | 1,883 A \$ 21.22 | 2,226 | D |

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| Stock | | | | | | | | |
|--------------|------------|---|-------|---|------------|-------|--|---|
| Common Stock | 07/27/2011 | S | 1,883 | D | \$ 271.68 | 343 | | D |
| | | | | | <u>(1)</u> | | | |
| Common Stock | 07/27/2011 | M | 1,522 | A | \$ 26.29 | 1,865 | | D |
| Common Stock | 07/27/2011 | S | 1,522 | D | \$ 271.68 | 343 | | D |
| | | | | | <u>(1)</u> | | | |
| Common Stock | 07/27/2011 | M | 1,681 | A | \$ 23.78 | 2,024 | | D |
| Common Stock | 07/27/2011 | S | 1,681 | D | \$ 271.68 | 343 | | D |
| | | | | | <u>(1)</u> | | | |

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.

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(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 Security (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Non-Qualified Stock Option (right to buy) | \$ 17.16 | 07/27/2011 | | M | 2,331 | 08/01/2007 08/01/2017 | Common Stock | 2,331 |
| Non-Qualified Stock Option (right to buy) | \$ 18.14 | 07/27/2011 | | M | 2,203 | 09/04/2007 09/04/2017 | Common Stock | 2,203 |
| Non-Qualified Stock Option (right to buy) | \$ 21.22 | 07/27/2011 | | M | 1,883 | 10/01/2007 10/01/2017 | Common Stock | 1,883 |
| | \$ 23.78 | 07/27/2011 | | M | 1,681 | 12/03/2007 12/03/2017 | | 1,681 |

Non-Qualified
Stock Option
(right to buy)

Common
Stock

Non-Qualified
Stock Option
(right to buy)

\$ 26.29

07/27/2011

M

1,522

11/01/2007

11/01/2017

Common
Stock

1,5

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| BARTON RICHARD N 100 WINCHESTER CIRCLE LOS GATOS, CA 95032 | | X | | |

Signatures

By: David Hyman, Authorized Signatory For: Richard
Barton

07/29/2011

__Signature of Reporting Person

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).

This transaction was executed in multiple trades at prices ranging from \$271.48 to \$271.84. The price reported above reflects the (1) weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

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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