

SINA CORP  
Form 6-K  
September 04, 2012  
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**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 September 2012

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):

The information contained in this Report of Foreign Private Issuer on Form 6-K is furnished herewith and is incorporated by reference into each of the following Registration Statements of the registrant: Form F-3 (File No. 333-163990) and Form S-8 (No. 333-36246, No. 333-47720, No. 333-107359, No.333-129460 and No. 333-144890).

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Signatures

Press Release regarding SINA's Appointment of Charles Chao to Chairman and CEO and Plan of Charity Foundation

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**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: September 4, 2012

By:

/s/ Herman Yu  
Herman Yu  
Chief Financial Officer