SINA CORP Form 6-K September 25, 2017

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 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 September 2017

Commission File Number: 001-37361

SINA Corporation

(Registrant's Name)

SINA Plaza, No. 8 Courtyard 10 the West Xibeiwang E. Road Haidian District, Beijing 100193 People's Republic of 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 ý Form 40-F o

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): o

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): o

Attached hereto as Exhibit 99.1, Exhibit 99.2 and Exhibit 99.3 is a Notice of Annual General Meeting of Shareholders and Proxy Statement of SINA Corporation (the "Company"), a Form of Proxy for Annual General Meeting of Shareholders of the Company and a Letter to the Company's Shareholders, respectively.

Exhibits

Exhibit 99.1 Notice of Annual General Meeting of Shareholders and Proxy Statement

Exhibit 99.2 Form of Proxy for Annual General Meeting of Shareholders

Exhibit 99.3 Letter to the Company's Shareholders

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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

Date: September 25, 2017 By: /s/ Bonnie Yi Zhang

Bonnie Yi Zhang Chief Financial Officer

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SIGNATURES