

RENTRAK CORP  
Form SC 13D/A  
May 27, 2015

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

**SCHEDULE 13D/A**  
**Under the Securities Exchange Act of 1934**  
**(Amendment No. 8)\***

**RENTRAK CORPORATION**

**(Name of Issuer)**

**Common Stock, par value \$0.001 per share**

**(Title of Class of Securities)**

**760174 10 2**

**(CUSIP Number)**

**Robert S. Hart, Esq.**

**5424 Deloache Avenue**

**Dallas, Texas 75220**

**(214) 378-5301**

**(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)**

**May 26, 2015**

**(Date of Event which Requires Filing of this Statement)**

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box: "

**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See §240.13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1. Names of Reporting Persons. I.R.S. Identification Nos. of above persons (entities only).

Mark Cuban

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a) " (b) "

3. SEC Use Only

4. Source of Funds (See Instructions)

PF

5. Check if Disclosure of Legal Proceedings is Required Pursuant to Items 2(d) or 2(e)

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6. Citizenship or Place of Organization

United States of America

Number of 7. Sole Voting Power

Shares

Beneficially 0

8. Shared Voting Power

Owned by

Each

0

Reporting 9. Sole Dispositive Power

Person

With 0

10. Shared Dispositive Power

0

11. Aggregate Amount Beneficially Owned by Each Reporting Person

0

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

..

13. Percent of Class Represented by Amount in Row (11)

0%

14. Type of Reporting Person (See Instructions)

IN

(1) Based on 15,204,978 shares of common stock of the issuer outstanding on February 1, 2015.

This Amendment No. 8 to Schedule 13D amends and supplements the Schedule 13D filed by Mark Cuban with the Securities and Exchange Commission (the Commission) on September 22, 2011, as amended by that Schedule 13D/A filed with the Commission on January 23, 2014, as amended by that Schedule 13D/A filed with the Commission on March 27, 2014, as amended by that Schedule 13D/A filed with the Commission on March 28, 2014, as amended by that Schedule 13D/A filed with the Commission on April 3, 2014, as amended by that Schedule 13D/A filed with the Commission on October 27, 2014, as amended by that Schedule 13D/A filed with the Commission on November 4, 2014, as amended by that Schedule 13D/A filed with the Commission on February 9, 2015 (as amended and supplemented, collectively, the Schedule 13D), relating to the Common Stock, par value \$0.001 per share (the Common Stock), issued by Rentrak Corporation (the Issuer). Initially capitalized terms used herein that are not otherwise defined herein shall have the same meanings attributed to them in the Schedule 13D. Except as expressly provided for herein, all Items of the Schedule 13D remain unchanged.

**Item 3. Source and Amount of Funds or Other Consideration**

Item 3 is hereby supplemented as follows:

On May 26, 2015, Mr. Cuban sold his entire position in the Common Stock of the Issuer to a private party at a price of \$62.75 per share and ceased to be a beneficial owner of five percent of a class of securities of the Issuer. The transaction reported is a sale of Mr. Cuban's entire position in the Common Stock of the Issuer.

**Item 5. Interest in Securities of the Issuer**

Item 5 is hereby amended and restated in its entirety to read as follows:

On May 26, 2015, Mr. Cuban sold 772,900 shares of Common Stock, his entire position in the Common Stock of the Issuer, to a private party at a price of \$62.75 per share and ceased to be a beneficial owner of five percent of a class of securities of the Issuer. Except for the sale of Common Stock described in the immediately preceding sentence, Mr. Cuban has not effected any transactions in the securities of the Issuer during the past 60 days.

**Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer.**

Item 6 is hereby supplemented as follows:

On May 26, 2015, Mr. Cuban sold his entire position in the Common Stock of the Issuer to a private party at a price of \$62.75 per share and ceased to be a beneficial owner of five percent of a class of securities of the Issuer.

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: May 26, 2015

/s/ Mark Cuban  
Mark Cuban