

BLUE NILE INC
Form 4
October 15, 2013

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
VADON MARK C

(Last) (First) (Middle)

**C/O BLUE NILE, INC., 411 FIRST
AVENUE S, STE 700**

(Street)

SEATTLE, WA 98104

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
BLUE NILE INC [NILE]

3. Date of Earliest Transaction
(Month/Day/Year)
10/11/2013

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ Form filed by One Reporting Person
☐ Form filed by More than One Reporting
Person

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 Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price	
Common Stock	10/11/2013		M		7,200	A	\$ 31.26	137,968 D
Common Stock	10/11/2013		S		7,200	D	\$ 37.2962 (1)	130,768 D
Common Stock	10/14/2013		M		7,200	A	\$ 31.26	137,968 D
Common Stock	10/14/2013		S		7,200	D	\$ 37.4168 (2)	130,768 D
	10/15/2013		M		3,641	A	\$ 31.26	134,409 D

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Common
Stock

Common Stock	10/15/2013	S	3,641	D	\$ 37.0942 (3)	130,768	D
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(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 Securities (Instr. 3 and 4)		8. Amount or Number of Shares	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	
Stock Options (Right to Buy)	\$ 31.26	10/11/2013	10/11/2013	M		7,200		<u>(4)</u>	05/31/2016	Common Stock	7,200
Stock Options (Right to Buy)	\$ 31.26	10/14/2013	10/14/2013	M		7,200		<u>(4)</u>	05/31/2016	Common Stock	7,200
Stock Options (Right to Buy)	\$ 31.26	10/15/2013	10/15/2013	M		3,641		<u>(4)</u>	05/31/2016	Common Stock	3,641

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
VADON MARK C C/O BLUE NILE, INC.	X

411 FIRST AVENUE S, STE 700
SEATTLE, WA 98104

Signatures

/s/ Jesse Timmermans, Power of
Attorney

10/15/2013

__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).
- (1) Represents the weighted average sale price. The highest price at which shares were sold was \$37.92 and the lowest price at which shares were sold was \$37.00.
- (2) Represents the weighted average sale price. The highest price at which shares were sold was \$37.83 and the lowest price at which shares were sold was \$37.00.
- (3) Represents the weighted average sale price. The highest price at which shares were sold was \$37.34 and the lowest price at which shares were sold was \$37.00.
- (4) 25% of the option shares vest on June 1, 2007 and one-forty-eighth of the option shares vest in equal monthly installments over the following thirty-six months.
- (5) Not applicable.

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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