## Edgar Filing: POTTER MICHAEL J - Form 4

Form 4 November 08, 2012       OMB APPROVAL         FORM 4 Involvember 08, 2012       UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB APPROVAL         Involvember 08, 2012       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16. Form 4 or Porm 5       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES       OMB APPROVAL         Involvember 08, 2012       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16. Form 4 or Porm 5       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES       OMB APPROVAL         Involvember 08, 2012       Statemated average section 17(a) of the Public Utility Holding Company Act of 1936 or Section 1(b).       Statemated average Symbol       Statemated average Symbol       Statemated average Symbol         Involvember 08, 2012       Involvember 08, 2012       Statemated average Symbol       Statemated average Symbol </th <th>POTTER MI</th> <th>CHAEL J</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>	POTTER MI	CHAEL J										
FORM 4       UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB APPROVAL         Check this low subject to subject												
FORM 4       UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB       3235-0287         Check this box if no longer subject to Section 16.       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES       MB       3235-0287         StateMent of Ports 5       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16.       SECURITIES       Expires:       January 31.         Port 4 or Form 5       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, of the Public Utility Holding Company Act of 1935 or Section Section 17(a) of the Public Utility Holding Company Act of 1940 1(b).       Section 17(a) of the Public Utility Holding Company Act of 1940 1(b).       Section 17(a) of the Public Utility Holding Company Act of 1940 1(b).         (Print or Type Responses)       2. Issuer Name and Ticker or Trading Symbol BLUE NILE INC [NILE]       S. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Dat of Earliest Transaction (Month/Day/Year)	November 08	, 2012										
Check this box       Washington, D.C. 20549       OMB       3235-0287         Check this box       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16.       Section 16.       Section 16.         Section 16.       SECURITIES       SECURITIES       Section 16.       Section 16.         Form 4 or       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations       Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 17(a) of the Public Utility Holding Company Act of 1940       Section 17(a) of the Public Utility Holding Company Act of 1940         1(b).       (Print or Type Responses)       2. Issuer Name and Ticker or Trading Symbol BLUE NILE INC [NILE]       S. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       S. Relationship of Reporting Person(s) to Issuer         (Street)       4. If Amendment, Date Original Filed(Month/Day/Year)       6. Individual or Joint/Group Filing(Check Applicable Line)         (City)       (State)       (Zip)       Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned         1. Title of       2. Transaction Date       2A. Deemed       3.       4. Securities form: Direct Indirect in Confice form: Direct Indirect in Con	FORM 4									OMB APPROVAL		
if no longer subject to Section 16.       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16.       Expires:       0.000         Form 4 or Form 5       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations       Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940       5. Relationship of Reporting Person(s) to Issuer         2.       Issuer Name and Address of Reporting Person 2       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         1. Name and Address of Reporting Person 2       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         (Print or Type Responses)       BLUE NILE INC [NILE]       (Check all applicable)         (Last)       (First)       (Midle)       3. Date of Earliest Transaction (Month/Day/Year)       -X Director below)       -10% Owner         C/O BLUE NILE, INC, 411 FIRST AVENUE S, STE 700       4. If Amendment, Date Original Filed(Month/Day/Year)       6. Individual or Joint/Group Filing(Check Applicable Line) -X Form filed by More than One Reporting Person         SEATTLE, WA 98104       2. Transaction Date, if arransactionAcquired (A) or Security       3. 4. Securities Code       5. Amount of Security       6. Ownership Form: Direct Indirect Indirect (In Ownership Form: Direct Indirect (Instr. 3)         (Instr. 3)       (Street)       2. Deemed (Instr. 4)       3. 4. Securities Code       5. Am	Washington, D.C. 20549								0			
subject to Section 16. Form 4 or Form 5       SECURITIES       Estimated average burden hours per response       Section 0.5         Form 4 or Form 5       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations may continue. Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 1(b).       0.5         (Print or Type Responses)       Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 1(b).       S. Relationship of Reporting Person(s) to Issuer         (Print or Type Responses)       S. Relationship of Reporting Person(s) to Issuer       S. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       Check all applicable)         (Street)       4. If Amendment, Date Original Filed(Month/Day/Year)       6. Individual or Joint/Group Filing(Check Applicable Line) -X. Form filed by More than One Reporting Person         SEATTLE, WA 98104       Tansaction Date 2A. Deemed (City)       3. 4. Securities Transaction/Quirte(A) or Security (Instr. 3)       S. Amount of Average of the Day Year)       6. Ownership 7. Nature of Security (Month/Day/Year)         (All (astr. 3)       Code V Amount (D) Price (A)       S. Amount of Transaction(s) (Instr. 4)       6. Ownership 7. Nature of Transaction(s) (Instr. 4)		ar							Expires:			
Form 5 obligations may continue.       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 1(b).         (Print or Type Responses)       30(h) of the Investment Company Act of 1940 1(b).         1. Name and Address of Reporting Person 1 (b).       2. Issuer Name and Ticker or Trading Symbol BLUE NILE INC [NILE] (Last) (First) (Middle)       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First) (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       Check all applicable)         (Last)       (First)       11/06/2012       -X_Director below)       -10% Owner (City)         (Street)       4. If Amendment, Date Original Filed(Month/Day/Year)       6. Individual or Joint/Group Filing(Check Applicable Line) -X_Form filed by One Reporting Person Form Siled by More than One Reporting Person         SEATTLE, WA 98104       Table I - Non-Derivative Securities Code       6. Individual or Joint/Group Filing(Check Applicable Line) -X_Form filed by More than One Reporting Person         (City)       (State)       (Zip)       Table I - Non-Derivative Securities Security       6. Ownership (Month/Day/Year)       7. Nature of Securities Securities Securities       6. Ownership (D) or       7. Nature of Securities Securities Securities Securities Securities Securities Securities Securities Code V Amount (D)       6. Ownership (Instr. 4)       7. Nature of Securities Securities Securities Securities Securities Securities Securities Sec	subject to Section 16	subject to STATEMENT OF CHANG Section 16.				CIA	LOW	NERSHIP OF	burden hou	average Irs per		
obligations may continue. 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 _ POTTER MICHAEL J       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       5. Relationship of Reporting Person(s) to Issuer         (C/O BLUE NILE, INC, 411 FIRST AVENUE S, STE 700       11/06/2012       — - - - - - - - - - - - - - - - - - - -			want to Castion 1	(a) of the	Consta	an Fr		A -t -f 1024	response	0.5		
may continue.       30(h) of the Investment Company Act of 1940         See Instruction 1(b).       30(h) of the Investment Company Act of 1940         (Print or Type Responses)       1. Name and Address of Reporting Person 1 POTTER MICHAEL J       2. Issuer Name and Ticker or Trading Symbol BLUE NILE INC [NILE]       5. Relationship of Reporting Person(s) to Issuer         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       Check all applicable)         C/O BLUE NILE, INC, 411 FIRST AVENUE S, STE 700       11/06/2012       —		~ <b>^</b>						-	'n			
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(Print or Type Responses) 1. Name and Address of Reporting Person <sup>1</sup> / <sub>2</sub> POTTER MICHAEL J 2. Subset Name and Ticker or Trading Symbol BLUE NILE INC [NILE] 3. Date of Earliest Transaction (Month/Day/Year) 4. If Amendment, Date Original Filed(Month/Day/Year) 4. If Amendment, Date Original Filed(Month/Day/Year) 5. Arron filed by One Reporting Person (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) 5. Arron filed by One Reporting Person (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) 5. Arron filed by One Reporting Person (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) 5. Arron filed by One Reporting Person Form filed by More than One Reporting Person 7. Start 1. Start - Non-Derivative Securities Arron file by More than One Reporting Person 7. Start 1. Start - Non-Derivative Securities Arron file by More than One Reporting Person 7. Start 1. Start - Non-Derivative Securities Arron file by More than One Reporting Person Form filed by More than One Reporting Person (Instr. 3) (Month/Day/Year) 2. A Deemed any (Month/Day/Year) 3. 4. Securities TransactionAcquired (A) or Code V Annout (D) Price (A) (A) (Instr. 4) And 5) (Instr. 4) And 6) (Inst		ction	50(II) of the III	vestillent	Compan	y Aci	. 01 19	40				
1. Name and Address of Reporting Person.       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Person(s) to Issuer         POTTER MICHAEL J       Symbol       BLUE NILE INC [NILE]       (Check all applicable)         (Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       -X	1(0).											
POTTER MICHAEL J Symbol BLUE NILE INC [NILE] (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) C/O BLUE NILE, INC, 411 FIRST AVENUE S, STE 700 (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) SEATTLE, WA 98104 C(City) (State) (Zip) 1.Title of Security (Month/Day/Year) 2. Transaction Date 2A. Deemed Security (Month/Day/Year) 1.Title of Security (Instr. 3) (Instr. 3) Code V Amount (D) Price Common 11/06/2012 State 1.1/06/2012 State 1.1/06/2012 State 1.2 Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (A) Code V Amount (D) Price (A) Reported Transaction(s) (Instr. 3) Code V Amount (D) Price Common 11/06/2012 State 1.1/06/2012 State 1.1/06/2	(Print or Type R	esponses)										
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BLUE NILE INC [NILE]       (Check all applicable)         (Last)       (First)       (Middle)       3. Date of Earliest Transaction	1. Name and Address of Reporting Person <sup>*</sup> _ 2. Issuer Name and Ticker or Trading						5. Relationship of Reporting Person(s) to					
(Last)       (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       -X_Director below)       -X_Director (Differer (give title)       10% Owner Other (specify)         C/O BLUE NILE, INC, 411 FIRST AVENUE S, STE 700       4. If Amendment, Date Original Filed(Month/Day/Year)       6. Individual or Joint/Group Filing(Check Applicable Line) -X_Form filed by One Reporting Person Form filed by More than One Reporting Person         (City)       (State)       (Zip)       Table I - Non-Derivative Securities       5. Amount of Security (Instr. 3)       6. Ownership Form: Direct       7. Nature of Indirect         1.Title of Security (Instr. 3)       2. Transaction Date (Month/Day/Year)       2A. Deemed Execution Date, if any (Month/Day/Year)       3.       4. Securities TransactionAcquired (A) or Code       5. Amount of Security (Instr. 3)       6. Ownership Form: Direct       6. Ownership Townership Following         (Instr. 3)       (Month/Day/Year)       Execution Date, if any (Month/Day/Year)       3.       4. Securities TransactionAcquired (A) or Code       5. Amount of Dilowing       6. Ownership Following       6. Ownership Townership Following       7. Nature of Transaction(s) (Instr. 4)         (A)       or Code       (A)       or Code       (A)       (D)       Pile	POTTER MI	ICHAEL J	Symbol					Issuer				
(Last)       (First)       (Middle)       3. Date of Earliest Transaction         (Last)       (First)       (Middle)       3. Date of Earliest Transaction         (Month/Day/Year)		NILE INC [NILE]				(Check all applicable)						
C/O BLUE NILE, INC, 411 FIRST 11/06/2012 (Street)  4. If Amendment, Date Original Filed(Month/Day/Year) 4. If Amendment, Date Original Filed(Month/Day/Year) 4. If Amendment, Date Original Filed(Month/Day/Year) 5. SEATTLE, WA 98104 (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1. Title of Security (Month/Day/Year) Execution Date, if any (Month/Day/Year) (Instr. 3) (Month/Day/Year) (Instr. 3) (Month/Day/Year) (Instr. 4) (A) (A) (Common 11/06/2012) (Common 11/06/2012	(Last)	(First) (M	iddle) 3. Date of	of Earliest Transaction				(entex an appreadle)				
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AVENUE S, STE 700       (Street)       4. If Amendment, Date Original Filed(Month/Day/Year)       6. Individual or Joint/Group Filing(Check Applicable Line)         SEATTLE, WA 98104       Filed(Month/Day/Year)       6. Individual or Joint/Group Filing(Check Applicable Line)         (City)       (State)       (Zip)       Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned         1. Title of Security       2. Transaction Date 2A. Deemed Month/Day/Year)       3.       4. Securities       5. Amount of Securities Form: Direct Indirect         (Instr. 3)       2. Transaction Date Month/Day/Year)       2A. Deemed Month/Date, if Code Disposed of (D)       5. Amount of Code Disposed of (D)       6. Ownership 7. Nature of Securities Form: Direct Indirect         (Instr. 3)       Code V Amount (D)       Owned Indirect (I)       Ownership Following (Instr. 4)       Matter 4)         (Instr. 3)       (Instr. 4)       (Instr. 4)       (Instr. 4)       Reported Transaction(s) (Instr. 3 and 4)		012										
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X_ Form filed by One Reporting Person	(Street) 4. If Ame			ndment, Date Original				6. Individual or Joint/Group Filing(Check				
(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.       4. Securities TransactionAcquired (A) or Code       5. Amount of Securities       6. Ownership Form: Direct       7. Nature of Indirect         0. Month/Day/Year)       (Month/Day/Year)       3.       4. Securities       5. Amount of Securities       6. Ownership Form: Direct       7. Nature of Indirect         (Instr. 3)       (Month/Day/Year)       (Month/Day/Year)       3.       4. Securities       5. Amount of Securities       6. Ownership Form: Direct       7. Nature of Indirect         (Month/Day/Year)       (Month/Day/Year)       (Instr. 8)       (Instr. 3, 4 and 5)       0wned       Indirect (I)       Ownership (Instr. 4)         (A)       Transaction(s)       or       Reported       Transaction(s)       (Instr. 4)       (Instr. 4)         (A)       Or       Price       (Instr. 3 and 4)       Develop       Develop       Develop								_X_ Form filed by One Reporting Person				
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$\begin{array}{cccc}  & (A) & Reported \\  & (A) & Transaction(s) \\  & (I) & (D) & Price \end{array}$ $\begin{array}{cccc}  & (A) & Transaction(s) \\  & (Instr. 3 and 4) \\  & (I) & 246 & A & \$ 0 & 3 379 & D \\ \end{array}$			(Month/Day/Year)	ear) (Instr. 8) (Instr. 3, 4 and 5)					· · ·			
$\begin{array}{c} \text{or} \\ \text{Code V Amount (D) Price} \end{array} \qquad (Instr. 3 and 4) \\ \text{Common} \\ 11/06/2012 \qquad \qquad \land (1) \qquad 246 \qquad \land \$ \ 0  3 \ 379 \qquad D \end{array}$						(A)		Reported	( ,			
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$\Lambda(1) = 1/16$ $\Lambda(3) = 1/16$				Code V	Amount	(D)	Price	(msu: 5 and 4)				
		11/06/2012		A <u>(1)</u>	246	А	\$0	3,379	D			

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

## **Reporting Owners**

## Edgar Filing: POTTER MICHAEL J - Form 4

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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Under Secur	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Relationships **Reporting Owner Name / Address** Director 10% Owner Officer Other POTTER MICHAEL J C/O BLUE NILE, INC Х 411 FIRST AVENUE S, STE 700 SEATTLE, WA 98104 Signatures /s/ Lauren Neiswender, General Counsel 11/08/2012 \*\*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) Shares issued in lieu of cash consideration for quarterly Board of Directors fee.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.