

BLUE NILE INC  
Form SC 13G/A  
February 11, 2016

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

SCHEDULE 13GA

Under the Securities Exchange Act 1934  
(Amendment No.1)

BLUE NILE INC

-----  
(Name of Issuer)

COMMON

-----  
(Title of Class of Securities)

09578R103

-----  
(CUSIP Number)

Calendar Year 2015

-----  
(Date of Event Which Requires Filing of this Statement)

CHECK THE APPROPRIATE BOX TO DESIGNATE THE RULE PURSUANT  
TO WHICH THIS SCHEDULE IS FILED:

☒ RULE 13D-1 (b)

☐ RULE 13D-1 (c)

-----  
1. Names of Reporting Persons  
I.R.S. Identification No. of above person

RUTABAGA CAPITAL MANAGEMENT

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I.R.S. Identification No.: 04-3451870

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2. Check the Appropriate Box if a Member of a Group  
(a) ☐  
(b) ☐
- 

3. SEC Use Only
- 

4. Citizenship or Place of Organization

Massachusetts

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5. Sole Voting Power

NUMBER OF  
SHARES 656898  
BENEFICIALLY  
OWNED BY 6. Shared Voting Power  
EACH  
REPORTING 96300  
PERSON  
WITH 7. Sole Dispositive Power

753198  
8. Shared Dispositive Power

0

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9. Aggregate Amount Beneficially Owned by Each  
Reporting Person

753198

10. Check if the aggregate Amount in Row (9)  
Excludes Certain Shares ☐
- 

11. Percent of Class Represented by Amount in Row (9)  
6.53%
- 

12. Type of Reporting Person

IA

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Item 1(a). NAME OF ISSUER

BLUE NILE INC

Item 1(b). ADDRESS OF PRINCIPAL OFFICES

411 FIRST AVE S  
STE 700  
SEATTLE, WASHINGTON 98104

Item 2(a). NAME OF PERSON FILING

Rutabaga Capital Management

Item 2(b). ADDRESS OF PRINCIPAL OFFICES

64 Broad Street, 3rd Floor, Boston, MA 02109

Item 2(c). Citizenship

MASSACHUSETTS

Item 2(d). TITLE OF CLASS OF SECURITIES

COMMON STOCK

Item 2(e). CUSIP NUMBER

09578R103

Item 3. IF THIS STATEMENT IS BEING FILED PURSUANT TO  
RULE 13d-1(b), or 13d-2(b) OR (c), CHECK WHETHER THE  
PERSON FILING IS A:

- (a) ☐ Broker or dealer registered under Section 15  
of the Act (15 U.S.C 780);
- (b) ☐ Bank as defined in Section 3(a)(6) of the  
Act (15 U.S.C 78c);
- (c) ☐ insurance company as defined in Section  
3(a)(19) of the Act (15 U.S.C 78c);
- (d) ☐ Investment company registered under Section 8  
of the Investment Company Act of 1940 (15 U.S.C.  
80a-8);
- (e) ☒ An investment adviser in accordance with  
section 240.13d-1(b)(1)(ii)(E)
- (f) ☐ An employee benefit plan or endowment fund in

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accordance with 13d-1(b)(1)(ii)(F);  
(g) ☐ A parent holding company or control person in  
accordance with 13d-1(b)(1)(ii)(G);  
(h) ☐ A savings association as defined in in Section  
3(b) of the Federal Deposit Insurance Act (12 U.S.C  
1813);  
(i) ☐ A church plan that is excluded from the  
definition of an investment company under  
Section 3(c)(14) of the Investment Company Act of  
1940 (15 U.S.C. 80a-3);  
(j) ☐ Group, in accordance with 13d-1(b)(1)(ii)(J)

If this statement is filed pursuant to 13d-1(c), check  
this box. ☐

Item 4. OWNERSHIP

Provide the following information regarding the  
aggregate number and percentage of the class of  
securities of the issuer identified in Item 1.

(a) Amount beneficially owned: 753198

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(b) Percent of class: 6.53%

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(c) Number of Shares as to which person has:

(i) Sole power to vote: 656898

(ii) Shared power to vote or to direct the vote: 96300

(iii) Sole power to dispose or to direct the  
disposition of: 753198

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(iv) Shared power to dispose or to direct the  
disposition of: 0

Item 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

If this statement is being filed to report the fact  
that as of the date hereof the reporting person has  
ceased to be the beneficial owner of more than five  
percent of the class of securities, check the following  
☐

Not Applicable

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Item 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF  
OF ANOTHER PERSON.

Not Applicable

Item 7. IDENTIFIATION AND CLASSIFICATION OF THE  
SUBSIDIARY WHICH AQUIRED THE SECURITY BEING  
REPORTED ON  
BY THE PARENT HOLDING COMPANY.

Not Applicable

Item 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF  
A GROUP.

Not Applicable

Item 9. NOTICE OF DISSOLUTION OF GROUP

Not Applicable

Item 10. CERTIFICATION

By signing below I certify that, to the best of my  
knowledge and belief, the securities referred above were  
not acquired or held for the purpose of or with the  
effect of changing or influencing the control of the  
issuer of the securities and were not acquired and are  
not held in connection with or as a participant in any  
transaction having that purpose or effect.

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.

Dated: February 9, 2016

Rutabaga Capital Management

By: /s/ Dana Cohen

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Dana Cohen, Principal

