

Edgar Filing: BLUE NILE INC - Form SC 13G/A

BLUE NILE INC  
Form SC 13G/A  
March 10, 2008

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. 5)\*

Blue Nile, Inc.

-----  
(Name of Issuer)

Common

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

09578R103

-----  
(CUSIP Number)

Check the following box if a fee is being paid with this statement [ ].  
(A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.)  
(See Rule 13d-7.)

\*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 the disclosures provided in a prior cover page.

The information required in 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).

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Amendment No. 5 to Schedule 13G (continued)

CUSIP No. 09578R103

-----  
1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Baron Capital Group, Inc.

-----  
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

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(a) [ ]  
(b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

New York

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 40,000
	6	SHARED VOTING POWER 1,465,900
	7	SOLE DISPOSITIVE POWER 40,000
	8	SHARED DISPOSITIVE POWER 1,547,900

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,587,900

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

10.1%

12 TYPE OF REPORTING PERSON\*

HC, CO

\*SEE INSTRUCTIONS BEFORE FILLING OUT

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Amendment No. 5 to Schedule 13G (continued)

CUSIP No. 09578R103

1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
  
BAMCO, Inc.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a) [ ]  
(b) [ ]

3 SEC USE ONLY

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4 CITIZENSHIP OR PLACE OF ORGANIZATION

New York

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NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 0
	6	SHARED VOTING POWER 1,426,500
	7	SOLE DISPOSITIVE POWER 0
	8	SHARED DISPOSITIVE POWER 1,506,500

---

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,506,500

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

9.6%

12 TYPE OF REPORTING PERSON\*

IA, CO

\*SEE INSTRUCTIONS BEFORE FILLING OUT

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Amendment No. 5 to Schedule 13G (continued)

CUSIP No. 09578R103

1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Baron Capital Management, Inc.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a) [ ]  
(b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

New York

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NUMBER OF SHARES BENEFICIALLY	5	SOLE VOTING POWER 40,000
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OWNED BY EACH REPORTING PERSON WITH 6 SHARED VOTING POWER 39,400  
-----  
7 SOLE DISPOSITIVE POWER 40,000  
-----  
8 SHARED DISPOSITIVE POWER 41,400

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
81,400

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)  
0.5%

12 TYPE OF REPORTING PERSON\*  
IA, CO

\*SEE INSTRUCTIONS BEFORE FILLING OUT

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Amendment No. 5 to Schedule 13G (continued)

CUSIP No. 09578R103

1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
Baron Growth Fund

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
(a) [ ]  
(b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
USA

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH 5 SOLE VOTING POWER 0  
-----  
6 SHARED VOTING POWER 800,000  
-----  
7 SOLE DISPOSITIVE POWER 0  
-----  
8 SHARED DISPOSITIVE POWER 800,000

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9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

800,000

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.1%

12 TYPE OF REPORTING PERSON\*

IV

\*SEE INSTRUCTIONS BEFORE FILLING OUT

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Amendment No. 5 to Schedule 13G (continued)

CUSIP No. 09578R103

1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Ronald Baron

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a) [ ]

(b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

USA

NUMBER OF 5 SOLE VOTING POWER  
SHARES 40,000

BENEFICIALLY 6 SHARED VOTING POWER  
OWNED BY 1,465,900  
EACH

REPORTING 7 SOLE DISPOSITIVE POWER  
PERSON 40,000  
WITH

8 SHARED DISPOSITIVE POWER  
1,547,900

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,587,900

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

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-----  
11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

10.1%

-----  
12 TYPE OF REPORTING PERSON\*

HC, IN

-----  
\*SEE INSTRUCTIONS BEFORE FILLING OUT

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Item 1.

- (a) Name of Issuer:  
Blue Nile, Inc.
- (b) Address of Issuer's Principal Executive Offices:  
705 Fifth Avenue South, Suite 900  
Seattle, WA 98104

Item 2.

- (a) Name of Persons Filing:  
Baron Capital Group, Inc. ("BCG")  
BAMCO, Inc. ("BAMCO")  
Baron Capital Management, Inc. ("BCM")  
Baron Growth Fund ("BGF")  
Ronald Baron
- (b) Address of Principal Business Office:  
767 Fifth Avenue  
New York, NY 10153
- (c) Citizenship:  
BCG, BAMCO and BCM are New York corporations. Baron Growth Fund is a series of a Massachusetts Business Trust. Ronald Baron is a citizen of the United States.
- (d) Title of Class Securities:  
Common
- (e) CUSIP Number:  
09578R103

Item 3. PERSONS FILING:

BCG and Ronald Baron are:

- (g) Parent holding companies, in accordance with Section 240.13d-1(b)(ii)(G)

BAMCO and BCM are:

- (e) Investment Advisers registered under Section 203 of the Investment Advisers Act of 1940

BGF is:

- (d) Investment Company registered under Section 8 of the Investment Company Act.

All persons filing are:

- (j) Group, in accordance with Rule 13d-1(b)(1)(ii)(J)

## Item 4. OWNERSHIP^

## (a) Amount Beneficially Owned as of February 29, 2008:

BCG:	1,587,900 shares
BAMCO:	1,506,500 shares
BCM:	81,400 shares
BGF:	800,000 shares
Ronald Baron:	1,587,900 shares

## (b) Percent of Class:

BCG:	10.1%
BAMCO:	9.6%
BCM:	0.5%
BGF:	5.1%
Ronald Baron:	10.1%

^BCG and Ronald Baron disclaim beneficial ownership of shares held by their controlled entities (or the investment advisory clients thereof) to the extent such shares are held by persons other than BCG and Ronald Baron. BAMCO and BCM disclaim beneficial ownership of shares held by their investment advisory clients to the extent such shares are held by persons other than BAMCO, BCM and their affiliates.

## (c) Number of shares as to which such person has:

## (i) sole power to vote or direct the vote:

BCG:	40,000
BAMCO:	0
BCM:	40,000
BGF:	0
Ronald Baron:	40,000

## (ii) shared power to vote or direct the vote:

BCG:	1,465,900
BAMCO:	1,426,500
BCM:	39,400
BGF:	800,000
Ronald Baron:	1,465,900

## (iii) sole power to dispose or to direct the disposition of:\*

BCG:	40,000
BAMCO:	0
BCM:	40,000
BGF:	0
Ronald Baron:	40,000

## (iv) shared power to dispose or direct the disposition of:\*

BCG:	1,547,900
BAMCO:	1,506,500
BCM:	41,400
BGF:	800,000
Ronald Baron:	1,547,900

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Item 5. OWNERSHIP OF 5% OR LESS OF A CLASS  
Not applicable.

Item 6. OWNERSHIP OF MORE THAN 5% ON BEHALF OF ANOTHER PERSON  
The advisory clients of BAMCO and BCM have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the Issuer's common stock in their accounts. To the best of the Filing Persons' knowledge, no such person has such interest relating to more than 5% of the outstanding class of securities.

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

BAMCO and BCM are subsidiaries of BCG. BGF is an advisory client of BAMCO. Ronald Baron owns a controlling interest in BCG.

Item 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP

See Item 3.

\* By virtue of investment advisory agreements with their respective clients, BAMCO and BCM have been given the discretion to dispose or the disposition of the securities in the advisory accounts. All such discretionary agreements, are however, revocable.

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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 to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes 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.

Date: March 10, 2008

Baron Capital Group, Inc.,  
BAMCO, Inc., and  
Baron Capital Management, Inc.

By:

/s/ Ronald Baron

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Ronald Baron, Chairman and CEO



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Baron Growth Fund  
By:

/s/ Ronald Baron

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Ronald Baron, CEO

Ronald Baron, Individually

By:

/s/ Ronald Baron

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Ronald Baron

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Joint Filing Agreement

The undersigned each hereby agree that the Schedule 13G Amendment No.5 dated March 10, 2008, which relates to the common stock of Blue Nile, Inc. to be filed jointly on behalf of each of them for the reasons stated therein, and any amendments thereto shall be filed jointly by the undersigned.

Dated: March 10, 2008

Baron Capital Group, Inc.,  
BAMCO, Inc., and  
Baron Capital Management, Inc.  
By:

/s/ Ronald Baron

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Ronald Baron, Chairman and CEO

Baron Growth Fund  
By:

/s/ Ronald Baron

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Ronald Baron, CEO

Ronald Baron, Individually  
By:

/s/ Ronald Baron

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Ronald Baron