

bluebird bio, Inc.  
Form 4  
August 11, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Leschly Nick

(Last) (First) (Middle)  
C/O BLUEBIRD BIO, INC., 150  
SECOND STREET  
(Street)

CAMBRIDGE, MA 02141

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
bluebird bio, Inc. [BLUE]

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/07/2015

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)  
President and CEO

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 (Instr. 4)
			Code	V	Amount or Price		
Common Stock	08/07/2015		M		6,056 A \$ 2.0864	252,577 <sup>(1)</sup>	D
Comon Stock	08/07/2015		M		28,511 A \$ 2.0864	281,088	D
Common Stock	08/07/2015		M		90,433 A \$ 5.5004	371,521	D
Common Stock	08/07/2015		S <sup>(2)</sup>		419 D \$ 130.56 <sup>(3)</sup>	371,102	D
Common Stock	08/07/2015		S <sup>(2)</sup>		1,528 D \$ 131.12	369,574	D

Edgar Filing: bluebird bio, Inc. - Form 4

					<u>(4)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	12,171	D	\$ 132.29	357,403	D
					<u>(5)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	2,208	D	\$ 133.08	355,195	D
					<u>(6)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	1,766	D	\$ 134.24	353,429	D
					<u>(7)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	17,832	D	\$ 135.51	335,597	D
					<u>(8)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	19,365	D	\$ 136.33	316,232	D
					<u>(9)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	15,256	D	\$ 140.36	300,976	D
					<u>(10)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	15,815	D	\$ 141.32	285,161	D
					<u>(11)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	7,293	D	\$ 142.35	277,868	D
					<u>(12)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	13,158	D	\$ 143.35	264,710	D
					<u>(13)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	6,570	D	\$ 144.4 <u>(14)</u>	258,140	D
Common Stock	08/07/2015	<u>S(2)</u>	4,912	D	\$ 145.36	253,228	D
					<u>(15)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	2,063	D	\$ 146.81	251,165	D
					<u>(16)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	1,262	D	\$ 148.3 <u>(17)</u>	249,903	D
Common Stock	08/07/2015	<u>S(2)</u>	1,185	D	\$ 149.29	248,718	D
					<u>(18)</u>		
Common Stock	08/07/2015	<u>S(2)</u>	1,019	D	\$ 150.38	247,699	D

Edgar Filing: bluebird bio, Inc. - Form 4

Common Stock	08/07/2015	S <sup>(2)</sup>	862	D	<u>(19)</u> \$ 151.67	246,837	D	
Common Stock	08/07/2015	S <sup>(2)</sup>	79	D	<u>(20)</u> \$ 153.66	246,758	D	
Common Stock	08/07/2015	S <sup>(2)</sup>	237	D	<u>(21)</u> \$ 154.59	246,521	D	
Common Stock						7,504	I	Nick Leschly 2001 Trust

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.**

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
Stock Option (right to buy)	\$ 2.0864	08/07/2015		M	6,056	<u>(22)</u> 07/13/2021	Common Stock	6,056
Stock Option (right to buy)	\$ 2.0864	08/07/2015		M	28,511	<u>(23)</u> 06/04/2022	Common Stock	28,511
Stock Option (right to buy)	\$ 5.5004	08/07/2015		M	90,433	<u>(24)</u> 01/16/2023	Common Stock	90,433

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Leschly Nick C/O BLUEBIRD BIO, INC. 150 SECOND STREET CAMBRIDGE, MA 02141	X		President and CEO	

## Signatures

/s/ Jason F. Cole,  
Attorney-in-Fact

08/11/2015

\*\*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) Includes 272 shares acquired under bluebird bio employee stock purchase plan on July 31, 2015.

(2) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 30, 2015.

(3) The range of prices for the transaction reported on this line was \$130.54 to \$130.58. The average weighted price was \$130.56. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(4) The range of prices for the transaction reported on this line was \$130.72 to \$131.61. The average weighted price was \$131.12. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(5) The range of prices for the transaction reported on this line was \$131.85 to \$132.64. The average weighted price was \$132.29. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(6) The range of prices for the transaction reported on this line was \$132.66 to \$133.65. The average weighted price was \$133.08. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(7) The range of prices for the transaction reported on this line was \$133.74 to \$134.74. The average weighted price was \$134.24. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(8) The range of prices for the transaction reported on this line was \$134.95 to \$135.91. The average weighted price was \$135.51. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(9) The range of prices for the transaction reported on this line was \$135.92 to \$136.92. The average weighted price was \$136.33. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(10) The range of prices for the transaction reported on this line was \$140.00 to \$140.79. The average weighted price was \$140.36. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(11) The range of prices for the transaction reported on this line was \$140.82 to \$141.82. The average weighted price was \$141.32. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(12) The range of prices for the transaction reported on this line was \$141.87 to \$142.87. The average weighted price was \$142.35. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the

## Edgar Filing: bluebird bio, Inc. - Form 4

number of shares sold at each separate price.

(13) The range of prices for the transaction reported on this line was \$142.90 to \$143.89. The average weighted price was \$143.35. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(14) The range of prices for the transaction reported on this line was \$143.91 to \$144.90. The average weighted price was \$144.40. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(15) The range of prices for the transaction reported on this line was \$145.00 to \$146.00. The average weighted price was \$145.36. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(16) The range of prices for the transaction reported on this line was \$146.16 to \$147.11. The average weighted price was \$146.81. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(17) The range of prices for the transaction reported on this line was \$147.81 to \$148.59. The average weighted price was \$148.30. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(18) The range of prices for the transaction reported on this line was \$149.04 to \$149.61. The average weighted price was \$149.29. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(19) The range of prices for the transaction reported on this line was \$150.00 to \$151.00. The average weighted price was \$150.38. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(20) The range of prices for the transaction reported on this line was \$151.01 to \$152.01. The average weighted price was \$151.67. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(21) The range of prices for the transaction reported on this line was \$154.32 to \$154.75. The average weighted price was \$154.59. The reporting person will provide, upon request by the SEC, the issuer or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(22) This option vests over a four-year period, at a rate of twenty-five percent (25%) on April 15, 2012 and in 36 equal monthly installments thereafter

(23) This option vests over a four-year period, at a rate of twenty-five percent (25%) on May 1, 2013 and in 36 equal monthly installments thereafter.

(24) This option to purchase shares of our common stock granted on January 16, 2013 with performance-based vesting criteria that were met as of January 1, 2013. The shares underlying these options vested as follows: 25% vested on January 1, 2014, with the remainder of the shares vesting in equal monthly installments over the following three years.

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.