

bluebird bio, Inc.  
Form 4  
August 12, 2015

**FORM 4**

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

OMB APPROVAL

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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 \*  
Cole Jason

(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)  
08/10/2015

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)  
SVP, Secy. & General Counsel

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock	08/10/2015		M		2,000	A	\$ 22.53
Common Stock	08/10/2015		S <sup>(1)</sup>		833	D	\$ 146.8316
Common Stock	08/10/2015		S <sup>(1)</sup>		402	D	\$ 147.8939
Common Stock	08/10/2015		S <sup>(1)</sup>		258	D	\$ 148.7525

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Common Stock	08/10/2015	S <sup>(1)</sup>	220	D	\$ 150.2834	287	D
					<u>(5)</u>		
Common Stock	08/10/2015	S <sup>(1)</sup>	168	D	\$ 151.7097	119	D
					<u>(6)</u>		
Common Stock	08/10/2015	S <sup>(1)</sup>	119	D	\$ 152.8645	0	D
					<u>(7)</u>		

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. Filing Date of Underlying Securities (Instr. 3 and 4)
Stock Option (right to buy)	\$ 22.53	08/10/2015		M	2,000	<u>(8)</u> 02/10/2024	Common Stock	2,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cole Jason C/O BLUEBIRD BIO, INC. 150 SECOND STREET CAMBRIDGE, MA 02141			SVP, Secy. & General Counsel	

## Signatures

/s/ Jason F. Cole

08/12/2015

\*\*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) The sales reported in the Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 7, 2014  
The range in prices for the transaction reported on this line was \$146.34 to \$147.31. The average weighted price was \$146.8316. The reporting person will provide, upon request by the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.  
The range in prices for the transaction reported on this line was \$147.45 to \$148.25. The average weighted price was \$147.8939. The reporting person will provide, upon request by the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (3) The range in prices for the transaction reported on this line was \$148.66 to \$149.49. The average weighted price was \$148.7525. The reporting person will provide, upon request by the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (5) The range in prices for the transaction reported on this line was \$149.81 to \$150.81. The average weighted price was \$150.2834. The reporting person will provide, upon request by the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (6) The range in prices for the transaction reported on this line was \$151.38 to \$152.36. The average weighted price was \$151.7097. The reporting person will provide, upon request by the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (7) The range in prices for the transaction reported on this line was \$152.61 to \$153.00. The average weighted price was \$152.8645. The reporting person will provide, upon request by the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (8) This option vests over a four-year period, at a rate of twenty-five percent (25%) on March 6, 2015 and in 36 equal monthly installments thereafter.

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.