BLUEFLY INC Form 3/A December 30, 2009

## FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL

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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

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF

**SECURITIES** 

30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting 2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Person \* Statement BLUEFLY INC [BFLY] À RHO Ventures VI LP (Month/Day/Year) 12/21/2009 (Last) (First) (Middle) 4. Relationship of Reporting 5. If Amendment, Date Original Person(s) to Issuer Filed(Month/Day/Year) 152 WEST 57TH STREET, 12/22/2009 (Check all applicable) 23RD FLOOR (Street) 6. Individual or Joint/Group \_X\_\_ 10% Owner Director Officer Other Filing(Check Applicable Line) (give title below) (specify below) \_X\_ Form filed by One Reporting Person NEW YORK, NYÂ 10019 Form filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Beneficially Owned 4. Nature of Indirect Beneficial 1. Title of Security 2. Amount of Securities Beneficially Owned Ownership Ownership (Instr. 4) (Instr. 5) (Instr. 4) Form: Direct (D) or Indirect (I) (Instr. 5)  $I^{(1)}$ Common Stock (1) 2,786,337 (1) See note (1) Reminder: Report on a separate line for each class of securities beneficially SEC 1473 (7-02) 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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
		Title	Security	Direct (D)	

## Edgar Filing: BLUEFLY INC - Form 3/A

Date Expiration Amount or or Indirect
Exercisable Date Number of (I)
Shares (Instr. 5)

## **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

RHO Ventures VI LP

152 WEST 57TH STREET, 23RD FLOOR X NEW YORK, NYÂ 10019

Cianaturas

**Signatures** 

/s/ Jeffrey I. Martin, Authorized Signer 12/30/2009

\*\*Signature of Reporting Person Date

## **Explanation of Responses:**

purpose to gain access to the filing system.

\* If the form is filed by more than one reporting person, *see* Instruction 5(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).

This amended Form 3 is filed to correct the spelling of the name of Rho Ventures VI, LP ("Rho Ventures"), which was spelled incorrectly on the original Form 3 filed on December 22, 2009 (the "Original Form 3") due to an EDGAR database error. Rho Ventures' holdings in the issuer as of December 22, 2009 were previously disclosed in footnotes 1 and 2 on the Original Form 3; this amended Form 3 is filed solely to correct the error with respect to the spelling of Rho Ventures' name. Except for the updating amendment in this amended Form 3, the Original Form 3 filed on December 22, 2009 remains in effect. Please note that this line item is being reported again solely for the

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.

Reporting Owners 2