

The nookColor, unlike the nook 3G, will not charge when plugged into a computer. Also B&N claims the microUSB cable you got with your nookColor is the only cable you should plug-in and use it with. If you are using another cable try the one that came with the nookColor.

If you are using the right cable and it's plugged into the outlet check that the connections are tight. If you still have a problem take your nookColor to your local store and ask them to see if it charges with their cable to see if your cable is defective.