

**United States Bankruptcy Court
District of Delaware**

Voluntary Petition

Name of Debtor (if individual, enter Last, First, Middle): Archetypes, Inc.	Name of Joint Debtor (Spouse) (Last, First, Middle):
All Other Names used by the Debtor in the last 8 years (include married, maiden, and trade names):	All Other Names used by the Joint Debtor in the last 8 years (include married, maiden, and trade names):
Last four digits of Soc. Sec. or Individual-Taxpayer I.D. (ITIN)/Complete EIN (if more than one, state all) 35-2460332	Last four digits of Soc. Sec. or Individual-Taxpayer I.D. (ITIN) No./Complete EIN (if more than one, state all)
Street Address of Debtor (No. and Street, City, and State): 1441 Broadway, 3rd Floor Suites 3001 and 3002 New York, NY	Street Address of Joint Debtor (No. and Street, City, and State):
ZIP Code 10004	ZIP Code
County of Residence or of the Principal Place of Business: New York	County of Residence or of the Principal Place of Business:
Mailing Address of Debtor (if different from street address):	Mailing Address of Joint Debtor (if different from street address):
ZIP Code	ZIP Code

Location of Principal Assets of Business Debtor (if different from street address above):

<p align="center">Type of Debtor (Form of Organization) (Check one box)</p> <input type="checkbox"/> Individual (includes Joint Debtors) <i>See Exhibit D on page 2 of this form.</i> <input checked="" type="checkbox"/> Corporation (includes LLC and LLP) <input type="checkbox"/> Partnership <input type="checkbox"/> Other (If debtor is not one of the above entities, check this box and state type of entity below.)	<p align="center">Nature of Business (Check one box)</p> <input type="checkbox"/> Health Care Business <input type="checkbox"/> Single Asset Real Estate as defined in 11 U.S.C. § 101 (51B) <input type="checkbox"/> Railroad <input type="checkbox"/> Stockbroker <input type="checkbox"/> Commodity Broker <input type="checkbox"/> Clearing Bank <input checked="" type="checkbox"/> Other	<p align="center">Chapter of Bankruptcy Code Under Which the Petition is Filed (Check one box)</p> <input type="checkbox"/> Chapter 7 <input type="checkbox"/> Chapter 9 <input checked="" type="checkbox"/> Chapter 11 <input type="checkbox"/> Chapter 12 <input type="checkbox"/> Chapter 13 <input type="checkbox"/> Chapter 15 Petition for Recognition of a Foreign Main Proceeding <input type="checkbox"/> Chapter 15 Petition for Recognition of a Foreign Nonmain Proceeding
<p align="center">Chapter 15 Debtors</p> Country of debtor's center of main interests: Each country in which a foreign proceeding by, regarding, or against debtor is pending:	<p align="center">Tax-Exempt Entity (Check box, if applicable)</p> <input type="checkbox"/> Debtor is a tax-exempt organization under Title 26 of the United States Code (the Internal Revenue Code).	<p align="center">Nature of Debts (Check one box)</p> <input type="checkbox"/> Debts are primarily consumer debts, defined in 11 U.S.C. § 101(8) as "incurred by an individual primarily for a personal, family, or household purpose." <input checked="" type="checkbox"/> Debts are primarily business debts.

<p align="center">Filing Fee (Check one box)</p> <input checked="" type="checkbox"/> Full Filing Fee attached <input type="checkbox"/> Filing Fee to be paid in installments (applicable to individuals only). Must attach signed application for the court's consideration certifying that the debtor is unable to pay fee except in installments. Rule 1006(b). See Official Form 3A. <input type="checkbox"/> Filing Fee waiver requested (applicable to chapter 7 individuals only). Must attach signed application for the court's consideration. See Official Form 3B.	<p align="center">Chapter 11 Debtors</p> Check one box: <input type="checkbox"/> Debtor is a small business debtor as defined in 11 U.S.C. § 101(51D). <input checked="" type="checkbox"/> Debtor is not a small business debtor as defined in 11 U.S.C. § 101(51D). Check if: <input type="checkbox"/> Debtor's aggregate noncontingent liquidated debts (excluding debts owed to insiders or affiliates) are less than \$2,490,925 (amount subject to adjustment on 4/01/16 and every three years thereafter). Check all applicable boxes: <input type="checkbox"/> A plan is being filed with this petition. <input type="checkbox"/> Acceptances of the plan were solicited prepetition from one or more classes of creditors, in accordance with 11 U.S.C. § 1126(b).
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Statistical/Administrative Information

Debtor estimates that funds will be available for distribution to unsecured creditors.
 Debtor estimates that, after any exempt property is excluded and administrative expenses paid, there will be no funds available for distribution to unsecured creditors.

Estimated Number of Creditors

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-49	50-99	100-199	200-999	1,000-5,000	5,001-10,000	10,001-25,000	25,001-50,000	50,001-100,000	OVER 100,000

Estimated Assets

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 to \$1 million	\$1,000,001 to \$10 million	\$10,000,001 to \$50 million	\$50,000,001 to \$100 million	\$100,000,001 to \$500 million	\$500,000,001 to \$1 billion	More than \$1 billion

Estimated Liabilities

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$0 to \$50,000	\$50,001 to \$100,000	\$100,001 to \$500,000	\$500,001 to \$1 million	\$1,000,001 to \$10 million	\$10,000,001 to \$50 million	\$50,000,001 to \$100 million	\$100,000,001 to \$500 million	\$500,000,001 to \$1 billion	More than \$1 billion

THIS SPACE IS FOR COURT USE ONLY

Voluntary Petition <i>(This page must be completed and filed in every case)</i>	Name of Debtor(s): Archetypes, Inc.
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All Prior Bankruptcy Cases Filed Within Last 8 Years (If more than two, attach additional sheet)

Location Where Filed: - None -	Case Number:	Date Filed:
Location Where Filed:	Case Number:	Date Filed:

Pending Bankruptcy Case Filed by any Spouse, Partner, or Affiliate of this Debtor (If more than one, attach additional sheet)

Name of Debtor: - None -	Case Number:	Date Filed:
District:	Relationship:	Judge:

<p style="text-align: center;">Exhibit A</p> <p>(To be completed if debtor is required to file periodic reports (e.g., forms 10K and 10Q) with the Securities and Exchange Commission pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934 and is requesting relief under chapter 11.)</p> <p><input type="checkbox"/> Exhibit A is attached and made a part of this petition.</p>	<p style="text-align: center;">Exhibit B</p> <p>(To be completed if debtor is an individual whose debts are primarily consumer debts.)</p> <p>I, the attorney for the petitioner named in the foregoing petition, declare that I have informed the petitioner that [he or she] may proceed under chapter 7, 11, 12, or 13 of title 11, United States Code, and have explained the relief available under each such chapter. I further certify that I delivered to the debtor the notice required by 11 U.S.C. §342(b).</p> <p>X _____ Signature of Attorney for Debtor(s) (Date)</p>
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Exhibit C

Does the debtor own or have possession of any property that poses or is alleged to pose a threat of imminent and identifiable harm to public health or safety?

Yes, and Exhibit C is attached and made a part of this petition.

No.

Exhibit D

(To be completed by every individual debtor. If a joint petition is filed, each spouse must complete and attach a separate Exhibit D.)

Exhibit D completed and signed by the debtor is attached and made a part of this petition.

If this is a joint petition:

Exhibit D also completed and signed by the joint debtor is attached and made a part of this petition.

Information Regarding the Debtor - Venue

(Check any applicable box)

Debtor has been domiciled or has had a residence, principal place of business, or principal assets in this District for 180 days immediately preceding the date of this petition or for a longer part of such 180 days than in any other District.

There is a bankruptcy case concerning debtor's affiliate, general partner, or partnership pending in this District.

Debtor is a debtor in a foreign proceeding and has its principal place of business or principal assets in the United States in this District, or has no principal place of business or assets in the United States but is a defendant in an action or proceeding [in a federal or state court] in this District, or the interests of the parties will be served in regard to the relief sought in this District.

Certification by a Debtor Who Resides as a Tenant of Residential Property

(Check all applicable boxes)

Landlord has a judgment against the debtor for possession of debtor's residence. (If box checked, complete the following.)

(Name of landlord that obtained judgment)

(Address of landlord)

Debtor claims that under applicable nonbankruptcy law, there are circumstances under which the debtor would be permitted to cure the entire monetary default that gave rise to the judgment for possession, after the judgment for possession was entered, and

Debtor has included with this petition the deposit with the court of any rent that would become due during the 30-day period after the filing of the petition.

Debtor certifies that he/she has served the Landlord with this certification. (11 U.S.C. § 362(l)).

Voluntary Petition

(This page must be completed and filed in every case)

Name of Debtor(s):
Archetypes, Inc.

Signatures

Signature(s) of Debtor(s) (Individual/Joint)

I declare under penalty of perjury that the information provided in this petition is true and correct.
[If petitioner is an individual whose debts are primarily consumer debts and has chosen to file under chapter 7.] I am aware that I may proceed under chapter 7, 11, 12, or 13 of title 11, United States Code, understand the relief available under each such chapter, and choose to proceed under chapter 7.
[If no attorney represents me and no bankruptcy petition preparer signs the petition] I have obtained and read the notice required by 11 U.S.C. §342(b).

I request relief in accordance with the chapter of title 11, United States Code, specified in this petition.

X _____
Signature of Debtor

X _____
Signature of Joint Debtor

Telephone Number (If not represented by attorney)

Date

Signature of a Foreign Representative

I declare under penalty of perjury that the information provided in this petition is true and correct, that I am the foreign representative of a debtor in a foreign proceeding, and that I am authorized to file this petition.

(Check only one box.)

I request relief in accordance with chapter 15 of title 11, United States Code. Certified copies of the documents required by 11 U.S.C. §1515 are attached.

Pursuant to 11 U.S.C. §1511, I request relief in accordance with the chapter of title 11 specified in this petition. A certified copy of the order granting recognition of the foreign main proceeding is attached.

X _____
Signature of Foreign Representative

Printed Name of Foreign Representative

Date

Signature of Non-Attorney Bankruptcy Petition Preparer

I declare under penalty of perjury that: (1) I am a bankruptcy petition preparer as defined in 11 U.S.C. § 110; (2) I prepared this document for compensation and have provided the debtor with a copy of this document and the notices and information required under 11 U.S.C. §§ 110(b), 110(h), and 342(b); and, (3) if rules or guidelines have been promulgated pursuant to 11 U.S.C. § 110(h) setting a maximum fee for services chargeable by bankruptcy petition preparers, I have given the debtor notice of the maximum amount before preparing any document for filing for a debtor or accepting any fee from the debtor, as required in that section. Official Form 19 is attached.

Printed Name and title, if any, of Bankruptcy Petition Preparer

Social Security number (If the bankruptcy petition preparer is not an individual, state the Social Security number of the officer, principal, responsible person or partner of the bankruptcy petition preparer.) (Required by 11 U.S.C. § 110.)

Address

X _____

Date

Signature of bankruptcy petition preparer or officer, principal, responsible person, or partner whose Social Security number is provided above.

Names and Social Security numbers of all other individuals who prepared or assisted in preparing this document unless the bankruptcy petition preparer is not an individual:

If more than one person prepared this document, attach additional sheets conforming to the appropriate official form for each person.

A bankruptcy petition preparer's failure to comply with the provisions of title 11 and the Federal Rules of Bankruptcy Procedure may result in fines or imprisonment or both. 11 U.S.C. §110; 18 U.S.C. §156.

Signature of Attorney*

X _____
Signature of Attorney for Debtor(s)

Robert W. Mallard (4279)

Printed Name of Attorney for Debtor(s)

Dorsey & Whitney LLP

Firm Name

300 Delaware Avenue, Suite 1010

Wilmington, DE 19801

Robert W. Mallard

Address

302-425-7171 Fax: 302-425-7177

Telephone Number

November 1, 2013

Date

*In a case in which § 707(b)(4)(D) applies, this signature also constitutes a certification that the attorney has no knowledge after an inquiry that the information in the schedules is incorrect.

Signature of Debtor (Corporation/Partnership)

I declare under penalty of perjury that the information provided in this petition is true and correct, and that I have been authorized to file this petition on behalf of the debtor.

The debtor requests relief in accordance with the chapter of title 11, United States Code, specified in this petition.

X _____
Signature of Authorized Individual

Thomas L. Gallagher

Printed Name of Authorized Individual

Director and Interim President

Title of Authorized Individual

November 1, 2013

Date

CERTIFICATE OF CORPORATE RESOLUTION

ARCHETYPES, INC.

I, Thomas L. Gallagher a director and the Interim President of Archetypes, Inc. (the "Corporation"), do hereby certify that: (a) I am the duly elected, qualified director and Interim President of the Corporation; (b) the following resolutions were duly adopted at meetings of the Board of Directors of the Corporation held on October 11 , 2013 and November 1, 2013 in accordance with the requirements of applicable law; and (c) said resolutions have not been amended, modified or rescinded and are in full force and effect as of the date hereof:

WHEREAS, the Corporation is in serious financial condition and is unable to continue without debt relief; and

WHEREAS, the Board of Directors has determined that it is in the best interest of the Corporation, its stockholders and creditors, to commence a case under Chapter 11 of Title 11, United States Code (the "Bankruptcy Code").

NOW, THEREFORE, be it hereby resolved, that this Board of Directors finds and determines that it is in the best interest of the Corporation, its stockholders and creditors for it to commence a case under Chapter 11 of the Bankruptcy Code;

BE IT FURTHER RESOLVED that the officers and agents of the Corporation be, and each of them hereby is, empowered and directed without further action by this Board of Directors to prepare, sign and file, or cause to be prepared, signed and filed and prosecuted, a petition for relief under Chapter 11 of the Bankruptcy Code, all agreements, instruments and documents necessary to effect (i) a sale of all or a portion of the Corporation's assets, and (ii) a

Chapter 11 plan of reorganization and all instruments useful and necessary to the confirmation and implementation of such plan;

BE IT FURTHER RESOLVED that Thomas Gallagher is appointed the Corporation's Interim President and is designated and authorized to act as the "Responsible Person" for the Corporation as may be required by the Local Bankruptcy Rules for the District of Delaware; and

BE IT FURTHER RESOLVED that the officers and agents of the corporation are authorized, empowered and directed to retain the law firm of Dorsey & Whitney LLP ("Dorsey"), to commence and prosecute the aforementioned Chapter 11 case, and to do all things, and to prepare, sign and file all papers or documents necessary or proper to the prosecution of said Chapter 11 case; and Dorsey is authorized to take such actions in the bankruptcy case which Dorsey, in its discretion, concludes are necessary to Dorsey and/or the Corporation's fulfillment of its fiduciary obligations in the bankruptcy case.

Dated: November 1, 2013


Thomas Gallagher,
Director and Interim President

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re: Archetypes, Inc., Debtor. ¹	Chapter 11 Case No.
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CORPORATE OWNERSHIP STATEMENT

Pursuant to Federal Rule Bankruptcy Procedure 1007(a)(1), other than a governmental unit, all corporations that directly or indirectly own 10% or more of any class of the corporation's equity interests are listed below:

SHAREHOLDER	EQUITY SECURITY %
Living For Chocolate LLC 2929 North Central, Suite 2100 Phoenix, Arizona 85012	49.50%
Lipman Brand Investments Archetypes LLC 408 West 14 th Street, 3 rd Floor New York, NY 10014	44.50%

DECLARATION UNDER PENALTY OF PERJURY

I, the undersigned authorized officer of the Debtor, declare under penalty of perjury that I have reviewed the foregoing and that it is true and correct to the best of my, information and belief.

Dated: November 1, 2013

Signature: /s/ Thomas L. Gallagher
By: Thomas L. Gallagher
Title: Director and Interim President

¹ The last four digits of the Debtor's federal tax identification number are 0332. The Debtor's headquarters and mailing address is 1441 Broadway, 3rd Floor, Suites 3001 & 3002, New York, NY 10018.

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:

Archetypes, Inc.,

Debtor.¹

Chapter 11

Case No.

**LIST OF CREDITORS HOLDING
THIRTY (30) LARGEST UNSECURED CLAIMS**

Following is the list of the above-captioned Debtor's creditors holding the 30 largest unsecured claims. The list is prepared in accordance with Fed. R. Bankr. P. 1007(d) for filing in this chapter 11 case. The list does not include (1) persons who come within the definition of "insider" set forth in 11 U.S.C. § 101, or (2) secured creditors unless the value of the collateral is such that the unsecured deficiency places the creditor among the holders of the 30 largest claims. The information contained herein shall not constitute an admission of liability by, nor shall it be binding on, the Debtor. The information contained herein, including the failure of the Debtor to list any claim as contingent, unliquidated or disputed, does not constitute a waiver of the Debtor's right to contest the validity, priority or amount of any claim.

¹ The last four digits of the Debtor's federal tax identification number are 0332. The Debtor's headquarters and mailing address is 1441 Broadway, 3rd Floor, Suites 3001 & 3002, New York, NY 10018.

In re Archetypes, Inc.
DebtorCase No.
Chapter 11**UNITED STATES BANKRUPTCY COURT**

Northern District Of California

LIST OF CREDITORS HOLDING 30 LARGEST UNSECURED CLAIMS

Following is the list of the debtor's creditors holding the 30 largest unsecured claims. The list is prepared in accordance with Fed. R. Bankr. P. 1007(d) for filing in this chapter 11 [or chapter 9] case. The list does not include (1) persons who come within the definition of "insider" set forth in 11 U.S.C. § 101, or (2) secured creditors unless the value of the collateral is such that the unsecured deficiency places the creditor among the holders of the 30 largest unsecured claims. If a minor child is one of the creditors holding the 30 largest unsecured claims, state the child's initials and the name and address of the child's parent or guardian, such as "A.B., a minor child, by John Doe, guardian." Do not disclose the child's name. See, 11 U.S.C. §112 and Fed. R. Bankr. P. 1007(m).

	(1) Name of creditor	(2) Name, telephone number and complete mailing address, including zip code, of employee, agent, or department of creditor familiar with claim who may be contacted	(3) Nature of claim (trade debt, bank loan, government contract, etc.)	(4) Indicate if claim is contingent, unliquidated, disputed or subject to set off	(5) Amount of Claim (if secured, the value of security)
1.	Lisa Gabor	18 East 12th Street New York, NY 10003 (917) 593-9289	Employee Compensation		\$187,500.00
2.	AbsolutData Technologies Inc.	1851 Harbor Bay Parkway, Suite 125 Alameda, CA 94502-0000 (510) 748-9922	Trade Debt		\$54,000.00
3.	HL Group Partners, LLC	853 Broadway, 18th Floor New York, NY 10003-0000 (212) 529-5533	Trade Debt		\$30,235.40
4.	Caroline Myss	1004 Brittany Lane Highland Park, IL 60035-0000 (815) 220-8723	Contractor Services		\$30,000.00
5.	Talener Group, LLC	11 East 44th Street, Suite 1200 New York, NY 10017-0000 (917) 720-1080	Trade Debt		\$26,250.00

In re Archetypes, Inc.
DebtorCase No.
Chapter 11

	(1) Name of creditor	(2) Name, telephone number and complete mailing address, including zip code, of employee, agent, or department of creditor familiar with claim who may be contacted	(3) Nature of claim (trade debt, bank loan, government contract, etc.)	(4) Indicate if claim is contingent, unliquidated, disputed or subject to set off	(5) Amount of Claim (if secured, the value of security)
6.	Burst Media	PO Box 347323 Pittsburgh, PA 15251-0000 (781) 852-5200	Trade Debt		\$25,000.00
7.	Friedman LLP	50 Charles Lindbergh Blvd., Suite 510 Uniondale, NY 11553-0000 (516) 281-9100	Trade Debt		\$20,820.40
8.	Welcome Enterprises, Inc.	6 West 18th Street New York, NY 10011-0000 (212) 989-3200	Trade Debt		\$19,595.98
9.	Fueled	568 Broadway 11th Floor New York, NY 10012-0000 (800) 962-4587	Trade Debt		\$18,062.50
10.	Bite Communications	345 Spear Street, Suite 750 San Francisco, CA 94105-0000 (415) 365-0222	Trade Debt		\$16,961.58
11.	Gartner Inc.	12651 Gateway Blvd. Fort Myers, FL 33913-0000 (239) 561-4000	Trade Debt		\$15,242.50
12.	Suzy O'Hara	225 Avenida La Cuesta San Clemente, CA 92672-0000 (818) 404-8010	Contractor Services		\$10,000.00
13.	Wakefield Talabisco	11 East 44th Street, Suite 1206 New York, NY 10017-0000 (212) 661-8600	Trade Debt		\$8,333.33
14.	Encore Media Metrics	4212 San Felipe 384 Houston, TX 77027-0000 (888) 848-4571	Trade Debt		\$6,980.00

In re Archetypes, Inc.
DebtorCase No.
Chapter 11

	(1) Name of creditor	(2) Name, telephone number and complete mailing address, including zip code, of employee, agent, or department of creditor familiar with claim who may be contacted	(3) Nature of claim (trade debt, bank loan, government contract, etc.)	(4) Indicate if claim is contingent, unliquidated, disputed or subject to set off	(5) Amount of Claim (if secured, the value of security)
15.	Evolve Discovery	PO Box 4053 Concord, CA 94524-0000 (888) 666-3564	Trade Debt		\$5,445.00
16.	RCN	PO Box 11816 Newark, NJ 07101-8116 (877) 726-2455	Trade Debt		\$5,277.50
17.	DBA Media, LLC	259 West 10th Street, Suite 6G New York, NY 10014-0000 (917) 751-5774	Trade Debt		\$5,000.00
18.	Con Edison	4 Irving Place New York, NY 10038-0000 (212) 243-1900	Trade Debt		\$4,168.49
19.	B & L Woodruff LLC	14 Philips Lane Rye, NY 10580-0000 (917) 254-4834	Trade Debt		\$3,042.00
20.	Getty Images	P.O. Box 953604 St. Louis MO 63195-3604 (206) 925-5000	Trade Debt		\$3,000.00
21.	Hay House Inc.	PO Box 5100 Carlsbad, CA 92018-5100 (800) 654-5126	Trade Debt		\$2,997.17
22.	Breakfast of Champions	29 Great Queen Street London WC2B 5BB (44) 0-20-7405-3355	Trade Debt		\$2,800.00
23.	Paul DeSilva	4415 SE Franklin St. Milwaukie OR 97222	Trade Debt		2,800.00
24.	Business Wire	Department 34182 P.O. Box 39000 San Francisco CA 94139	Trade Debt		2,280.00

In re Archetypes, Inc.
DebtorCase No.
Chapter 11

	(1) Name of creditor	(2) Name, telephone number and complete mailing address, including zip code, of employee, agent, or department of creditor familiar with claim who may be contacted	(3) Nature of claim (trade debt, bank loan, government contract, etc.)	(4) Indicate if claim is contingent, unliquidated, disputed or subject to set off	(5) Amount of Claim (if secured, the value of security)
25.	Cuppa Coffee	53 Ontario Toronto, ON M5A 2V 1	Trade Debt		2,217.68
26.	Law Offices of Mark Carlino	28150 N Alma School Pkwy #103-617 Scottsdale, AZ 85262	Legal Fees		2,055.00
27.	ADT Security Services	PO Box 371967 Pittsburgh, PA 15250-7967 (877) 220-3048	Trade Debt		1,856.66
28.	Appia Services	Attn: Marcie Miller 1030 Hastings, Suite 100 Traverse City, MI (877) 277-4297	Trade Debt		1,216.00
29.	Corbis Corporation	13159 Collections Center Drive Chicago IL 60693			1,100.00
30.	Kathryn Brennan	70 Irving Place, 2E New York, NY 10003			1,000.00

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:

Archetypes, Inc.,

Debtor.¹

Chapter 11

Case No.

**CERTIFICATION CONCERNING LIST OF CREDITORS
HOLDING THIRTY (30) LARGEST UNSECURED CLAIMS**

The above-captioned debtor and debtor-in-possession (the “Debtor”) hereby certifies under penalty of perjury that the *List of Creditors Holding the Thirty (30) Largest Unsecured Claims* (the “Top 30 List”), submitted herewith, is complete, and to the best of the Debtor’s knowledge, correct and consistent with Debtor’s books and records.

The information contained herein is based upon a review of the Debtor’s books and records. However, no comprehensive legal and/or factual investigations with regard to possible defenses to any claims set forth in the Top 30 List have been completed. Therefore, the listing does not and should not be deemed to constitute: (1) waiver of any defense to any listed claims; (2) an acknowledgement of the allowability of any listed claims; and/or (3) a waiver of any other right or legal position of the Debtor.

I declare under penalty of perjury that the foregoing is true and correct.

Executed this 1st day of November, 2013.

Signature: /s/ Thomas L. Gallagher
By: Thomas L. Gallagher
Title: Director and Interim President

¹ The last four digits of the Debtor’s federal tax identification number are 0332. The Debtor’s headquarters and mailing address is 1441 Broadway, 3rd Floor, Suites 3001 & 3002, New York, NY 10018.

**United States Bankruptcy Court
District of Delaware**

In re Archetypes, Inc.
Debtor

Case No. _____

Chapter 11

LIST OF EQUITY SECURITY HOLDERS

Following is the list of the Debtor's equity security holders which is prepared in accordance with Rule 1007(a)(3) for filing in this chapter 11 case.

Name and last known address or place of business of holder	Security Class	Number of Securities	Kind of Interest
Lipman Brand Investments Archetypes LLC 408 West 14th Street, 3rd Floor New York, NY 10014			44.5%
Lisa Sun 160 Central Park S. Unit 1817 New York, NY 10019			5%
Living For Chocolate LLC 2929 North Central Avenue Suite 2100 Phoenix, AZ 85012			49.5%
Michael Mendenhall 8 Spruce Street New York, NY 10038			1%¹

DECLARATION UNDER PENALTY OF PERJURY ON BEHALF OF CORPORATION OR PARTNERSHIP

I, the Director and Interim President of the corporation named as the debtor in this case, declare under penalty of perjury that I have read the foregoing List of Equity Security Holders and that it is true and correct to the best of my information and belief.

Date November 1, 2013

Signature /s/ Thomas L. Gallagher

**Thomas L. Gallagher
Director and Interim President**

Penalty for making a false statement or concealing property: Fine of up to \$500,000 or imprisonment for up to 5 years or both.
18 U.S.C §§ 152 and 3571.

¹ On November 1, 2013, Mr. Mendenhall informed the Debtor's Board of Directors that he is resigning as Chief Executive Officer effective immediately prior to the filing of the Voluntary Petition on November 1, 2013, for good reason as defined in his employment agreement. Said agreement contemplates an acceleration of the vesting of his equity up to four percent (4%) of the Debtor's equity interests. The Debtor is undertaking a review of this matter and will promptly amend the Debtor's corporate ownership representation, if such amendment is warranted.

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:

Archetypes, Inc.,

Debtor.¹

Chapter 11

Case No.

CERTIFICATION CONCERNING LIST OF ALL CREDITORS

The above-captioned debtor and debtor-in-possession (the “Debtor”) hereby certifies under penalty of perjury that the *List of All Creditors*, submitted herewith, pursuant to Local Rule 1007-1(a) of the Local rules of Bankruptcy Practice and Procedure of the United States Bankruptcy Court for the District of Delaware, formatted in portable document format, containing the list of creditors of the Debtors, is complete and to the best of the Debtor’s knowledge, correct and consistent with Debtor’s books and records.

The information contained herein is based upon a review of the Debtor’s books and records. However, no comprehensive legal and/or factual investigations with regard to possible defenses to any claims set forth in the *List of All Creditors* have been completed. Therefore, the listing does not and should not be deemed to constitute: (1) a waiver of any defense to any listed claims; (2) an acknowledgement of the allowability of any listed claims; and/or (3) a waiver of any other right or legal position of the Debtor.

I declare under penalty of perjury that the foregoing is true and correct.

Executed this 1st day of November, 2013

Signature: /s/ Thomas L. Gallagher

By: Thomas L. Gallagher

Title: Director and Interim President

¹ The last four digits of the Debtor’s federal tax identification number are 0332. The Debtor’s headquarters and mailing address is 1441 Broadway, 3rd Floor, Suites 3001 & 3002, New York, NY 10018.

5 Crosby Street Inc.
5 Crosby Street
New York, NY 10013

Abhimanyu Gupta
121 Hawthorne Court
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