## 12-11899-mg Doc 1 Filed 05/04/12 Entered 05/04/12 11:36:39 Main Document Pg 1 of 12

#### B1 (Official Form 1) (12/11)

	BANKRUPTCY COURT trict of New York			VO	LUNTARY P	PETITION
Name of Debtor (if individual, enter Last, First, Middle):		Name of Joint Debtor	(Spouse) (Last, F	irst, Middle):		
FreeScore, LLC  All Other Names used by the Debtor in the last 8 years (include married, maiden, and trade names):		All Other Names used (include married, mai			ars	
N/A Last four digits of Soc. Sec. or Individual Taxpayer I.D. (ITIN)/C (if more than one, state all): 27-0303513	Complete EIN	Last four digits of Soc (if more than one, stat		al Taxpayer I.D. (	ITIN)/Complete	EIN
Street Address of Debtor (No. and Street, City, State & Zip Code 20 Glover Avenue	2):	Street Address of Deb	otor (No. and Stree	et, City, State & Zi	ip Code):	
Norwalk, CT	ZIP CODE: 06850				ZIP COD	ÞΕ
County of Residence or of the Principal Place of Business: Fairfield County	-	County of Residence	or of the Principal	Place of Business	3:	
Mailing Address of Debtor (if different from street address):		Mailing Address of Jo	oint Debtor (if diff	erent from street a	iddress):	
[	ZIP CODE				ZIP COD	)E
Location of Principal Assets of Business Debtor (if different from	n street address above):				ZIE	CODE
Type of Debtor	Nature of B	Susiness	Chapte	r or Section of Ba	ankruptcy Code	e Under Which
(Form of Organization) (Check one box)  ☐ Individual (includes Joint Debtors) See Exhibit D on page 2 of this form. ☐ Corporation (includes LLC and LLP) ☐ Partnership ☐ Other (If debtor is not one of the above entities, check this box and state type of entity below.)	(Check one box)  ☐ Health Care Business ☐ Single Asset Real Estr U.S.C. § 101(51B) ☐ Railroad ☐ Stockbroker ☐ Commodity Broker ☐ Clearing Bank ☑ Other	ate as defined in 11	☐ Chapter 7 ☐ Chapter 9 ☑ Chapter 11 ☐ Chapter 12 ☐ Chapter 13	the Petition is I	Chapte Recogn Procee Chapte Recogn	r 15 Petition for nition of a Foreign Main
Chapter 15 Debtors Country of debtor's center of main interests:  Each country in which a foreign proceeding by, regarding, or against debtor is pending.	Tax-Exemp (Check box, if a  Debtor is a tax-exemp title 26 of the United S Internal Revenue Cod	applicable.) ot organization under States Code (the	defined in 1 "incurred b		as imarily for	Debts are primarily business debts.
Filing Fee (Check one box)   □ Full Filing Fee attached. □ Filing Fee to be paid in installments (applicable to individua application for the court's consideration certifying that the dexcept in installments. Rule 1006(b). See Official Form 3A □ Filing Fee waiver requested (applicable to chapter individua singed application for the court's consideration. See Officia	ebtor is unable to pay fee a.  als only). Must attach	Debtor is not a sr  Check if: Debtor's aggrega affiliates) are less years thereafter).  Check all applicable A plan is being fi Acceptances of the	business debtor as mall business debtor the noncontingent I is than \$2, 343,300	or as defined in 11 iquidated debts (e. (amount subject to	S.C. § 101(51D) U.S.C. § 101(5 excluding debts of adjustment on	
Statistical/Administrative Information  □ Debtor estimates that funds will be available for distriction Debtor estimates that, after any exempt property is exto unsecured creditors.  Estimated Number of Creditors □ □ □ □ 1-49 50-99 100-199 200-999		re expenses paid, the	25,001-50,000	50,001 - 100,000	Over	THIS SPACE IS FOR COURT USE ONLY
Estimated Assets						
\$\tag{100,000} \tag{100,001} \tag{100,001} \tag{100,001} \tag{100,000}	\$1,000,001 \$10,000, to \$10 to \$50 million million	to \$100	\$100,000,001 to \$500 million	\$500,000,001 to \$1 billion	More than \$1 billion	
Estimated Liabilities	\$1,000,001 \$10,000, to \$10 to \$50 million million	to \$100	\$100,000,001 to \$500 million	\$500,000,001 to \$1 billion	☐ More than \$1 billion	

<sup>\*</sup> Distribution cannot be known at this time.

B1 (Official Form 1) (12/11) Page 2 Voluntary Petition Name of Debtor(s): (This page must be completed and filed in every case, FreeScore, LLC All Prior Bankruptcy Cases filed Within Last 8 Years (If more than two, attach additional sheet Date Filed: Case Number Where Filed: N/A Location Case Number Date Filed: Where Filed Pending Bankruptcy Case Filed by any Spouse, Partner or Affiliate of this Debtor (If more than one, attach additional sheet) Name of Debtor: Date Filed: Case Number See attached Schedule 1 Relationship: District: Judge: Exhibit A Exhibit B (To be completed if debtor is required to file periodic reports (e.g., forms 10K and (To be completed if debtor is an individual 10Q with the Securities and Exchange Commission pursuant to Section 13 or whose debts are primarily consumer debts.) 15(d) of the Securities Exchange Act of 1934 and is requesting relief under I, the attorney for the petitioner named in the foregoing petition, declare that I chapter 11.) 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 have delivered to the debtor the notice required by 11 U.S.C. § 342(b). Exhibit A is attached made a part of this petition. X Signature of Attorney for Debtor(s) (Date) 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.  $\boxtimes$ 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.  $\boxtimes$ 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 Debtor certifies that he/she has served the Landlord with this certification. (11 U.S.C. § 362(1)).

**B1** (Official Form 1) (12/11) Page 3 Name of Debtor(s): Voluntary Petition FreeScore, LLC (This page must be completed and filed in every case.) **Signatures** Signature(s) of Debtor(s) (Individual/Joint) Signature of a Foreign Representative I declare under penalty of perjury that the information provided in this petition is 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 true and correct. [If petitioner is an individual whose debts are primarily consumer debts and has proceeding, and that I am authorized to file this petition. 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 (Check only **one** box.) such chapter, and choose to proceed under chapter 7. [If no attorney represents me and no bankruptcy petition preparer signs the I request relief in accordance with chapter 15 of title 11, United States Code. petition] I have obtained and read the notice required by 11 U.S.C. § 342(b). Certified copies of the documents required by 11 U.S.C. § 1515 are attached. I request relief in accordance with the chapter of title 11, United States Code, Pursuant to 11 U.S.C. § 1511, I request relief in accordance with the chapter specified in this petition. 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 Debtor X (Signature of Foreign Representative) X Signature of Joint Debtor (Printed Name of Foreign Representative) Telephone Number (if not represented by attorney) Date Date Signature of Attorney\* Signature of Non-Attorney Bankruptcy Petition Preparer X /s/ Michael J. Sage I declare under penalty of perjury that: (1) I am a bankruptcy petition preparer as Signature of Attorney for Debtor(s) 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 Michael J. Sage rules or guidelines have been promulgated pursuant to 11 U.S.C. § 110(h) setting Shmuel Vasser a maximum fee for services chargeable by bankruptcy petition preparers, I have Davin J. Hall given the debtor notice of the maximum amount before preparing any document DECHERT LLP for filing for a debtor or accepting any fee from the debtor, as required in that 1095 Avenue of the Americas section. Official Form 19 is attached. New York, New York 10036 Telephone: (212) 698-3500 Facsimile: (212) 698-3599 Printed Name and title, if any, of Bankruptcy Petition Preparer May 4, 2012 Social-Security number (If the bankruptcy petition preparer is not an \*In a case in which § 707(b)(4)(D) applies, this signature also constitutes a individual, state the Social-Security number of the officer, principal, certification that the attorney has no knowledge after an inquiry that the responsible person or partner of the bankruptcy petition preparer.) (Required information in the schedules is incorrect. by 11 U.S.C. § 110.) Signature of Debtor (Corporation/Partnership) Address 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 requests the relief in accordance with the chapter of title 11, United Signature States Code, specified in this petition. /s/ George Thomas Date Signature of Authorized Individual George Thomas Printed Name of Authorized Individual Signature of bankruptcy petition preparer or officer, principal, responsible person, General Counsel or partner whose Social-Security number is provided above. Title of Authorized Individual May 4, 2012 Names and Social-Security numbers of all other individuals who prepared or Date 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.

SOUTHERN DISTRICT OF NEV	V YORK		
	X		
In re:	: :	Chapter 11	
FREESCORE, LLC,	: :	Case No.: 12	(MG)
Debtor.	; ;		
	: X		

UNITED STATES BANKRUPTCY COURT

### PENDING BANKRUPTCY CASES OF AFFILIATES

Schedule 1

On April 2, 2012, each of the affiliated entities listed below (the "Original Debtors") filed in this Court a petition for relief under chapter 11 of title 11 of the United States Code. Contemporaneously with the filing of their petitions, the Original Debtors filed a motion requesting the Court jointly administer their chapter 11 cases. On April 3, 2012, this Court entered an order granting the requested relief. The Original Debtors' cases are being jointly administered under Case No. 12-11384 (MG), and FreeScore, LLC will be filing a motion requesting that its chapter 11 bankruptcy case be jointly administered with the chapter 11 cases of the Original Debtors.

Velo Holdings Inc.
V2V Holdings LLC
Coverdell & Company, Inc.
V2V Corp.
LN, Inc.
FYI Direct Inc.
Vertrue LLC
Idaptive Marketing LLC
My Choice Medical Holdings, Inc.
Adaptive Marketing LLC
Interactive Media Group (USA) Ltd.
Brand Magnet, Inc.
Neverblue Communications, Inc.
Interactive Media Consolidated Inc.

UNITED STATES BANKRUPTC SOUTHERN DISTRICT OF NEV			
	X		
	:		
In re:	:	Chapter 11	
	:		
FREESCORE, LLC,	:	Case No.: 12	(MG)
	:		
Debtor.	:		
	:		
	X		

## DEBTOR'S LIST OF EQUITY SECURITY HOLDERS IN ACCORDANCE WITH BANKRUPTCY RULE 1007

### **Common Units**

Name, Address, and Telephone of Equity Holder	Amount Held
Idaptive Marketing LLC 20 Glover Avenue Norwalk, CT 06850 Telephone: (203) 674-7000	100% of interests

UNITED STATES BANKRUPTCY CO SOUTHERN DISTRICT OF NEW YO			
	X		
In re:	:	Chapter 11	
FREESCORE, LLC,	:	Case No.: 12(	(MG)
Debtor.	:		
	: X		
DECLARATION CONCE SECURITY HOLDERS IN ACCO		_	
I, the undersigned officer of the above-captioned case, declare under Debtor's List of Equity Security Holde knowledge, information, and belief.	penalty of pe	•	the foregoing
Dated: May 4, 2012		Thomas orge Thomas neral Counsel	

SOUTHERN DISTRICT OF NEW	TORK	
	X	
In re:	: Chapter	r 11
FREESCORE, LLC,	: Case N	o.: 12(MG)
Debtor.	: :	
	: X	

UNITED STATES BANKRUPTCY COURT

#### **CORPORATE OWNERSHIP STATEMENT**

In accordance with Bankruptcy Rule 1007(a)(1), FreeScore, LLC (the "<u>Debtor</u>") states that Idaptive Marketing LLC directly owns 100% of the common units of the Debtor.

Vertrue LLC directly owns 100% of the common units of Idaptive Marketing LLC.

V2V Holdings LLC directly owns 100% of the common units of Vertrue LLC.

Velo Holdings Inc directly owns 100% of the common units of V2V Holdings

LLC.

One Equity Partners II, L.P. owns 10% or more of the Class A Common Stock of Velo Holdings Inc. Each of Brencourt Credit Opportunities Master Ltd, OEP II Partners Co-Invest, L.P., Gary Johnson and Rho Ventures V L.P. own 10% or more of the Class L Common Stock of Velo Holdings Inc. One Equity Partners II, L.P. owns 100% of the Preferred Stock of Velo Holdings Inc.

UNITED STATES BANKRUPTCY SOUTHERN DISTRICT OF NEW Y		
	X	
In re:	: :	Chapter 11
FREESCORE, LLC,	: :	Case No.: 12(MG)
Debtor.	: :	
	: X	
	RATION CONC E OWNERSHIP	
the above-captioned case, declare und	ler penalty of perjoat the information	LC, the company named as the debtor in ury that I have reviewed the foregoing contained therein is true and correct to

Dated: May 4, 2012

/s/ George Thomas
Name: George Thomas
Title: General Counsel

# UNANIMOUS WRITTEN CONSENT OF THE DIRECTORS OF FREESCORE, LLC IN LIEU OF THE DIRECTORS' MEETING

THE UNDERSIGNED, being all of the members of the Board of Directors (the "Board") of FreeScore, LLC, a Delaware limited liability company (the "Company"), hereby consent to the taking of the following actions and the adoption of the following resolutions attached hereto as Exhibit A without a meeting in accordance with the procedures established in the limited liability company agreement of the Company, such actions and resolutions to have the same force and effect as though duly taken and adopted at a meeting of the directors of the Company duly called and legally held.

IN WITNESS WHEREOF, the undersigned have executed this Unanimous Written Consent, in one or more counterparts, as of this 4th day of May, 2012.

/s/ Gary Johnson	
GARY JOHNSON	
/s/ George Thomas	
GEORGE THOMAS	

WHEREAS, that in the business judgment of the Company, it is desirable and in the best interests of the Company, its creditors, stockholders and other interested parties, that a voluntary petition be filed by the Company under the provisions of chapter 11 of title 11 of the United States Code (the "Bankruptcy Code") in the United States Bankruptcy Court for the Southern District of New York (the "Court").

#### NOW, THEREFORE, BE IT:

RESOLVED, that the officers of the Company (each, an "<u>Authorized Officer</u>"), be, and each of them hereby is, authorized on behalf of the Company to execute and verify petitions under chapter 11 of the Bankruptcy Code, with such petition to be filed at such time as the Authorized Officer executing the petition or directing such execution shall determine and to be in the form approved by the Authorized Officer executing such petition, such approval to be conclusively evidenced by the execution, verification and filing thereof;

RESOLVED, that the Authorized Officers be, and each of them hereby is, authorized and directed, to the extent necessary or applicable, to cause the Company to pursue and to consummate the transactions in accordance with the terms set forth in that certain chapter 11 case protocol agreement transmitted to the Company, with such modifications acceptable to the Authorized Officers and the professional advisors to the Company.

RESOLVED, that the Authorized Officers or any one of them be, and each of them hereby is, authorized and directed to retain on behalf of the Company (i) Dechert LLP, as lead bankruptcy and corporate counsel, to render legal services to, and to represent, the Company in connection with the chapter 11 filing and any other related matters in connection therewith, on such terms as Company shall approve; (ii) Alvarez & Marsal Securities, LLC and Alvarez & Marsal North America, LLC, to render financial advisory and investment banking services to the Company in connection with the chapter 11 filing and any other related matters in connection therewith, on such terms as Company shall approve; (iii) Quinn Emanuel Urquhart & Sullivan, LLP, as special litigation and conflicts counsel, on such terms as the Company shall approve; and (iv) such other professionals and other advisors as Company deems necessary and appropriate during the course of the chapter 11 filing with a view to the successful prosecution of the case.

RESOLVED, that the Authorized Officers be, and each of them hereby is, authorized on behalf of the Company to take any and all actions to execute, deliver, certify, file and/or record and perform any and all documents, agreements, instruments, motions, affidavits, applications for approvals or rulings of governmental or regulatory authorities or certificates and to take any and all steps deemed by any such Authorized Officer to be necessary or desirable to carry out the purpose and intent of each of the foregoing resolutions.

RESOLVED, that any and all lawful actions heretofore taken by, or at the direction of, any Authorized Officer in the name and on behalf of the Company in furtherance of the purpose and intent of any or all of the foregoing resolutions be, and hereby are, ratified, confirmed, and approved in all respects.

UNITED STATES BANKRUPTCY ( SOUTHERN DISTRICT OF NEW Y		
	X	
In re:	:	Chapter 11
FREESCORE, LLC,	:	Case No.: 12(MG)

Debtor.

## LIST OF CREDITORS THAT HOLD 20 LARGEST UNSECURED CLAIMS AGAINST DEBTORS

The following is a list of the known creditors as of May 4, 2012, which the Debtor believes to hold the 20 largest unsecured claims against the Debtor. The list has been prepared from the Debtors' books and records and has been prepared in accordance with in accordance with Bankruptcy Rule 1007(d) for filing in this case. This list does not include (i) persons who fall within the definition of "insider" set forth in Bankruptcy Code section 101 or (ii) secured creditors, unless the collateral is such that there is an unsecured deficiency.

ITEM	NAME, TELEPHONE & FAX NUMBER & COMPLETE MAILING ADDRESS INCLUDING ZIP CODE, OF EMPLOYEE, AGENT, DEPARTMENT OF CREDITOR FAMILIAR WITH CLAIM	NATURE OF CLAIM (trade debt, bank loan, government contract, etc.)	INDICATE IF CLAIM IS CONTINGENT, UNLIQUIDATED, DISPUTED, OR SUBJECT TO SETOFF	AMOUNT OF CLAIM (if secured also state value of security)
1	DIANA RAMIREZ, individually and purportedly on behalf of certain putative class action plaintiffs  STRANGE & CARPENTER 12100 WILSHIRE BLVD., STE. 1900 LOS ANGELES, CA 90025  TELEPHONE: (310) 207-5055 FAX: (310) 826-3210  Attn: Brian R. Strange, Esq. lacounsel@earthlink.net  -and- KIRTLAND & PACKARD LLP 2361 ROSECRANS AVE., 4 <sup>th</sup> FL. EL SEGUNDO, CA 90245 TELEPHONE: (310) 536-1000 FAX: (310) 536-1001  Attn: Michael Louis Kelly, Esq. mlk@kirtlandpackard.com	LITIGATION CLAIM	CONTINGENT UNLIQUIDATED DISPUTED	UNKNOWN

	X	
	:	
In re:	:	Chapter 11
FREESCORE, LLC,	; ;	Case No.: 12 (MG)
Debtor.	; ;	
	X	

# DECLARATION CONCERNING LIST OF CREDITORS THAT HOLD 30 LARGEST UNSECURED CLAIMS AGAINST THE DEBTORS

I, the undersigned officer of FreeScore, LLC, the company named as the debtor in the above-captioned case, declare under penalty of perjury that I have reviewed the foregoing List of Creditors that Hold the 30 Largest Unsecured Claims Against the Debtors and that the information contained therein is true and correct to the best of my knowledge, information, and belief.

Dated: May 4, 2012 /s/ George Thomas

Name: George Thomas Title: General Counsel