

VERTRUE INC  
Form 4  
September 09, 2005

**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 \*  
SCHACHNE DAVID

(Last) (First) (Middle)

C/O VERTRUE  
INCORPORATED, 680  
WASHINGTON BLVD.

(Street)

STAMFORD, CT 06901

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
VERTRUE INC [VTRU]

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/03/1997

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)  
EVP, Business Development

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
|                                 |                                      |  |                                | Code  | V   | Amount   |                                   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 | 2. Conversion | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if | 4. Transaction | 5. Number of Derivative | 6. Date Exercisable and Expiration Date | 7. Title and Amount of Underlying Securities |
|------------------------|---------------|--------------------------------------|-------------------------------|----------------|-------------------------|---|--|
|------------------------|---------------|--------------------------------------|-------------------------------|----------------|-------------------------|---|--|

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| Security (Instr. 3)                  | or Exercise Price of Derivative Security | any (Month/Day/Year) | Code (Instr. 8) | Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | (Month/Day/Year) |     | (Instr. 3 and 4) |                 |              |                            |
|--------------------------------------|--|----------------------|-----------------|---|------------------|-----|------------------|-----------------|--------------|----------------------------|
|                                      |  |                      | Code            | V   | (A)              | (D) | Date Exercisable | Expiration Date | Title        | Amount or Number of Shares |
| Employee Stock Option (right to buy) | \$ 16                                    | 07/03/1997           | A               |   | 14,000           |     | <u>(1)</u>       | 07/02/2007      | Common Stock | 14,000                     |
| Employee Stock Option (right to buy) | \$ 29                                    | 07/01/1999           | A               |   | 39,440           |     | <u>(2)</u>       | 06/30/2009      | Common Stock | 39,440                     |
| Employee Stock Option (right to buy) | \$ 29.563                                | 07/05/2000           | A               |   | 47,590           |     | <u>(3)</u>       | 07/04/2010      | Common Stock | 47,590                     |
| Employee Stock Option (right to buy) | \$ 20.35                                 | 07/06/2001           | A               |   | 34,049           |     | <u>(4)</u>       | 07/05/2011      | Common Stock | 34,049                     |
| Employee Stock Option (right to buy) | \$ 13.05                                 | 07/23/2002           | A               |   | 20,000           |     | <u>(5)</u>       | 07/22/2012      | Common Stock | 20,000                     |
| Employee Stock Option (right to buy) | \$ 29.62                                 | 07/01/2004           | A               |   | 15,000           |     | <u>(6)</u>       | 06/30/2014      | Common Stock | 15,000                     |

## Reporting Owners

| Reporting Owner Name / Address             | Relationships |           |                           |       |
|--|---------------|-----------|---------------------------|-------|
|  | Director      | 10% Owner | Officer                   | Other |
| SCHACHNE DAVID<br>C/O VERTRUE INCORPORATED |               |           | EVP, Business Development |       |

680 WASHINGTON BLVD.  
STAMFORD, CT 06901

## Signatures

/s/ David  
Schachne

09/08/2005

  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 option vested in four equal installments on each of July 3, 1998, 1999, 2000 and 2001.
- (2) The option vested in four equal installments on each of July 1, 2000, 2001, 2002 and 2003.
- (3) The option vested in four equal installments on each of July 5, 2001, 2002, 2003 and 2004.
- (4) The option vested in four equal installments on each of July 6, 2002, 2003, 2004 and 2005.
- (5) The option vests in four equal installments on each of July 23, 2003, 2004, 2005 and 2006.
- (6) The option vests in four equal installments on each of July 1, 2005, 2006, 2007 and 2008.

### Remarks:

Mr. Schachne ceased to be a Section 16 insider as of June 30, 2004. Currently, Mr. Schachne holds the title of SVP, Business

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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