

IDI, Inc.  
Form 4  
February 24, 2016

**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 \*  
Schulke Ryan

(Last) (First) (Middle)

C/O IDI, INC., 2650 NORTH MILITARY TRAIL, SUITE 300

(Street)

BOCA RATON, FL 33431

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
IDI, Inc. [IDI]

3. Date of Earliest Transaction (Month/Day/Year)  
01/20/2016

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)  
CEO of Fluent, LLC

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Common Stock                    | 02/22/2016                           |  | C                              |   | 5,827,200<br>(1)  | A  | (1) 5,853,900 (1)                                     |
| Common Stock                    | 02/22/2016                           |  | J(2)                           |   | 2,000,000<br>(1)  | A  | (1) 2,000,000 (1) I                                   |

Held by RSMC Partners, LLC, of which the reporting person is a member.

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

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3)      | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |              |        |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|--------|
|   |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount |
| Series B Non-Voting Convertible Preferred Stock | (1)  | 01/20/2016                           |  | J(2)                           | 40,000  | (1) (1)  | (1) (1)   | Common Stock | 2,000  |
| Series B Non-Voting Convertible Preferred Stock | (1)  | 01/20/2016                           |  | J(2)                           | 40,000  | (1) (1)  | (1) (1)   | Common Stock | 2,000  |
| Series B Non-Voting Convertible Preferred Stock | (1)  | 02/22/2016                           |  | C                              | 116,544   | (1) (1)  | (1) (1)   | Common Stock | 5,800  |
| Series B Non-Voting Convertible Preferred Stock | (1)  | 02/22/2016                           |  | J(2)                           | 40,000  | (1) (1)  | (1) (1)   | Common Stock | 2,000  |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director   10% Owner   Officer   Other

Schulke Ryan  
C/O IDI, INC.  
2650 NORTH MILITARY TRAIL, SUITE 300      X              X              CEO of Fluent, LLC  
BOCA RATON, FL 33431

**Signatures**

/s/ Ryan Schulke                      02/24/2016  
    \*\*Signature of                      Date  
    Reporting Person

**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) Each share of Series B Non-Voting Convertible Preferred Stock (the "Series B Preferred Stock") automatically converted on a one-for-fifty basis into common stock of the Company (the "Common Stock") on February 22, 2016, and had no expiration date.  
    On January 20, 2016, the reporting person entered into the RSMC Limited Liability Company Agreement, pursuant to which he
- (2) contributed 40,000 shares of Series B Preferred Stock, which may be deemed to be held indirectly by the reporting person as a result of the reporting person's membership in RSMC Partners, LLC ("RSMC"). The reporting person disclaims beneficial ownership of the shares held by RSMC except to the extent of any pecuniary interest in such shares.

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.