

Huang Jianhai  
Form 3  
November 09, 2009

# FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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## INITIAL STATEMENT OF 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 \*

Â Huang Jianhai

(Last)

(First)

(Middle)

2. Date of Event Requiring  
Statement

(Month/Day/Year)

10/30/2009

3. Issuer Name **and** Ticker or Trading Symbol  
Searchmedia Holdings Ltd [IDI]

4. Relationship of Reporting  
Person(s) to Issuer

5. If Amendment, Date Original  
Filed(Month/Day/Year)

4B, YING LONG  
BUILDING,Â 1358 YAN AN  
ROAD WEST

(Street)

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_\_X\_\_ Officer \_\_\_ Other  
(give title below) (specify below)  
Chief Operating Officer

SHANGHAI,Â F4Â 200052

(City)

(State)

(Zip)

6. Individual or Joint/Group  
Filing(Check Applicable Line)  
\_\_X\_\_ Form filed by One Reporting  
Person  
\_\_\_ Form filed by More than One  
Reporting Person

### Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security  
(Instr. 4)

2. Amount of Securities  
Beneficially Owned  
(Instr. 4)

3. Ownership  
Form:  
Direct (D)  
or Indirect  
(I)  
(Instr. 5)

4. Nature of Indirect Beneficial  
Ownership  
(Instr. 5)

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

SEC 1473 (7-02)

**Persons who respond to the collection of  
information contained in this form are not  
required to respond unless the form displays a  
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### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security  
(Instr. 4)

2. Date Exercisable and  
Expiration Date  
(Month/Day/Year)

Date  
Exercisable

Expiration  
Date

3. Title and Amount of  
Securities Underlying  
Derivative Security  
(Instr. 4)

Title

Amount or  
Number of

4. Conversion  
or Exercise  
Price of  
Derivative  
Security

5. Ownership  
Form of  
Derivative  
Security:  
Direct (D)

6. Nature of Indirect  
Beneficial  
Ownership  
(Instr. 5)

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|                         |            |                  |                                                           | Shares |           | or Indirect<br>(I)<br>(Instr. 5) |   |
|-------------------------|------------|------------------|-----------------------------------------------------------|--------|-----------|----------------------------------|---|
| Warrants                | 10/30/2009 | 10/30/2012       | Ordinary<br>Shares,<br>par value<br>\$0.0001<br>per share | 2,239  | \$ 0.0001 | D                                | Â |
| Warrants                | 10/30/2009 | 10/30/2012       | Ordinary<br>Shares,<br>par value<br>\$0.0001<br>per share | 1,586  | \$ 7.8815 | D                                | Â |
| Restricted Share Awards | 10/30/2009 | Â <sup>(1)</sup> | Ordinary<br>Shares,<br>par value<br>\$0.0001<br>per share | 60,784 | \$ 0.0001 | D                                | Â |
| Restricted Share Awards | 11/30/2009 | Â <sup>(1)</sup> | Ordinary<br>Shares,<br>par value<br>\$0.0001<br>per share | 3,377  | \$ 0.0001 | D                                | Â |
| Restricted Share Awards | 12/31/2009 | Â <sup>(1)</sup> | Ordinary<br>Shares,<br>par value<br>\$0.0001<br>per share | 3,377  | \$ 0.0001 | D                                | Â |
| Restricted Share Awards | 01/30/2010 | Â <sup>(1)</sup> | Ordinary<br>Shares,<br>par value<br>\$0.0001<br>per share | 3,377  | \$ 0.0001 | D                                | Â |
| Restricted Share Awards | 02/28/2010 | Â <sup>(1)</sup> | Ordinary<br>Shares,<br>par value<br>\$0.0001<br>per share | 3,377  | \$ 0.0001 | D                                | Â |
| Restricted Share Awards | 03/31/2010 | Â <sup>(1)</sup> | Ordinary<br>Shares,<br>par value<br>\$0.0001<br>per share | 3,377  | \$ 0.0001 | D                                | Â |
| Restricted Share Awards | 04/30/2010 | Â <sup>(1)</sup> | Ordinary<br>Shares,<br>par value<br>\$0.0001              | 3,377  | \$ 0.0001 | D                                | Â |

per share

## Reporting Owners

| Reporting Owner Name / Address                                                          | Relationships |           |                           |       |
|-----------------------------------------------------------------------------------------|---------------|-----------|---------------------------|-------|
|                                                                                         | Director      | 10% Owner | Officer                   | Other |
| Huang Jianhai<br>4B, YING LONG BUILDING<br>1358 YAN AN ROAD WEST<br>SHANGHAI, F4 200052 | Â             | Â         | Â Chief Operating Officer | Â     |

## Signatures

/s/ Jennifer Huang 11/09/2009

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 Restricted Share Awards do not expire.

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.