

Yen Earl Ching-Hwa  
 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)

<p>1. Name and Address of Reporting Person *</p> <p>Yen Earl Ching-Hwa</p> <p>(Last) (First) (Middle)</p> <p>4B, YING LONG BUILDING, 1358 YAN AN ROAD WEST</p> <p>(Street)</p> <p>SHANGHAI, F4 200052</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>10/30/2009</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>Searchmedia Holdings Ltd [IDI]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner  <input type="checkbox"/> Officer <input type="checkbox"/> Other                  (give title below) (specify below)</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person  <input type="checkbox"/> Form filed by More than One Reporting Person</p>
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**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)
Ordinary Shares, par value \$0.0001 per share	1,541,765	I	By China Seed Ventures, L.P. <sup>(1)</sup>

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 currently valid OMB control number.**

**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)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	47,580	\$ 7.8815	I	By China Seed Ventures, L.P. <u>(1)</u>
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	675,374	\$ 1.48	I	By China Seed Ventures, L.P. <u>(1)</u>
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	33,769	\$ 8.14	I	By China Seed Ventures, L.P. <u>(1)</u>
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	79,443	\$ 6.51	I	By China Seed Ventures, L.P. <u>(1)</u>
Warrants	10/30/2009	10/30/2012	Ordinary Shares, par value \$0.0001 per share	67,152	\$ 0.0001	I	By China Seed Ventures, L.P. <u>(1)</u>

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Yen Earl Ching-Hwa 4B, YING LONG BUILDING 1358 YAN AN ROAD WEST SHANGHAI, F4 200052	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Signatures

/s/ Earl Yen                      11/09/2009  
 \*\*Signature of                      Date  
 Reporting Person

## 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 securities are held by China Seed Ventures, L.P. Earl Yen is a principal member of China Seed Ventures, L.P. Mr. Yen disclaims beneficial ownership of these securities, except to the extent of any pecuniary interest therein.

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.