

FORM D

Notice of Exempt
Offering of SecuritiesUNITED STATES SECURITIES
AND EXCHANGE COMMISSION
Washington, D.C.

OMB APPROVAL

OMB Number: 3235-0076

Expires: June 30, 2012

Estimated Average burden
hours per response: 4.0

1. Issuer's Identity

CIK (Filer ID Number)

0001460329

Previous Name(s) ☐ NoneIdeation Acquisition
Corp.

Entity Type

☒ Corporation☐ Limited Partnership☐ Limited Liability Company☐ General Partnership☐ Business Trust☐ Other

Name of Issuer

Searchmedia Holdings Ltd

Jurisdiction of
Incorporation/Organization

CAYMAN ISLANDS

Year of Incorporation/Organization

☒ Over Five Years Ago☐ Within Last Five Years
(Specify Year)☐ Yet to Be Formed

2. Principal Place of Business and Contact Information

Name of Issuer

Searchmedia Holdings Ltd

Street Address 1

Room 902 and 903, 500 Weihai Road

Street Address 2

Jing An District

City

Shanghai

State/Province/Country

CHINA

ZIP/Postal Code

200041

Phone No. of Issuer

86-21-5401-0959

3. Related Persons

Last Name

Tan

First Name

Peter

Middle Name

W.H.

Street Address 1

Room 902 and 903, 500 Weihai Road

Street Address 2

Jing An District

City

Shanghai

State/Province/Country

CHINA

ZIP/Postal Code

200041

Relationship:



Executive Officer



Director



Promoter

Clarification of Response (if Necessary)

Director and Chief Executive Officer of the Issuer

Last Name

Chan

First Name

Peter

Middle Name

Street Address 1

Room 902 and 903, 500 Weihai Road

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City

State/Province/Country

ZIP/Postal Code

Shanghai	CHINA	200041
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Relationship:	<input checked="" type="checkbox"/> Executive Officer	<input type="checkbox"/> Director	<input type="checkbox"/> Promoter
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Clarification of Response (if Necessary)

Interim Chief Financial Officer of the Issuer

Last Name First Name Middle Name

Lee	Garbo	
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Relationship:	<input checked="" type="checkbox"/> Executive Officer	<input type="checkbox"/> Director	<input type="checkbox"/> Promoter
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Clarification of Response (if Necessary)

President of the Issuer

Last Name First Name Middle Name

Fried	Robert	
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Relationship:	<input type="checkbox"/> Executive Officer	<input checked="" type="checkbox"/> Director	<input type="checkbox"/> Promoter
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Clarification of Response (if Necessary)

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Last Name First Name Middle Name

Conway	Paul	
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Relationship:	<input type="checkbox"/> Executive Officer	<input checked="" type="checkbox"/> Director	<input type="checkbox"/> Promoter
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Clarification of Response (if Necessary)

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Last Name First Name Middle Name

Chen	Chi-Chuan (Frank)	
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Street Address 1

Room 902 and 903, 500 Weihai Road

Street Address 2

Jing An District

City	State/Province/Country	ZIP/Postal Code	
<input type="text" value="Shanghai"/>	<input type="text" value="CHINA"/>	<input type="text" value="200041"/>	
Relationship:	<input type="checkbox"/> Executive Officer	<input checked="" type="checkbox"/> Director	<input type="checkbox"/> Promoter
Clarification of Response (if Necessary)			
<input type="text"/>			
<hr/>			

Last Name	First Name	Middle Name	
<input type="text" value="Ren"/>	<input type="text" value="Yunan (Jeffrey)"/>		
Street Address 1	Street Address 2		
<input type="text" value="Room 902 and 903, 500 Weihai Road"/>	<input type="text" value="Jing An District"/>		
City	State/Province/Country	ZIP/Postal Code	
<input type="text" value="Shanghai"/>	<input type="text" value="CHINA"/>	<input type="text" value="200041"/>	
Relationship:	<input type="checkbox"/> Executive Officer	<input checked="" type="checkbox"/> Director	<input type="checkbox"/> Promoter
Clarification of Response (if Necessary)			
<input type="text"/>			
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Last Name	First Name	Middle Name	
<input type="text" value="Rubin"/>	<input type="text" value="Steven"/>	<input type="text" value="D."/>	
Street Address 1	Street Address 2		
<input type="text" value="Room 902 and 903, 500 Weihai Road"/>	<input type="text" value="Jing An District"/>		
City	State/Province/Country	ZIP/Postal Code	
<input type="text" value="Shanghai"/>	<input type="text" value="CHINA"/>	<input type="text" value="200041"/>	
Relationship:	<input type="checkbox"/> Executive Officer	<input checked="" type="checkbox"/> Director	<input type="checkbox"/> Promoter
Clarification of Response (if Necessary)			
<input type="text"/>			
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4. Industry Group

- ☐ Agriculture
- Banking & Financial Services**
- ☐ Commercial Banking
- ☐ Insurance
- ☐ Investing
- ☐ Investment Banking
- ☐ Pooled Investment Fund
- ☐ Other Banking & Financial Services
- ☐ Business Services
- Energy**
- ☐ Coal Mining
- ☐ Electric Utilities
- ☐ Energy Conservation
- ☐ Environmental Services
- ☐ Oil & Gas
- ☐ Other Energy
- Health Care**
- ☐ Biotechnology
- ☐ Health Insurance
- ☐ Hospitals & Physicians
- ☐ Pharmaceuticals
- ☐ Other Health Care
- ☐ Manufacturing
- Real Estate**
- ☐ Commercial
- ☐ Construction
- ☐ REITS & Finance
- ☐ Residential
- ☐ Other Real Estate
- ☐ Retailing
- ☐ Restaurants
- Technology**
- ☐ Computers
- ☐ Telecommunications
- ☐ Other Technology
- Travel**
- ☐ Airlines & Airports
- ☐ Lodging & Conventions
- ☐ Tourism & Travel Services
- ☐ Other Travel
- ☒ Other

5. Issuer Size

Revenue Range

- ☐ No Revenues
- ☐ \$1 - \$1,000,000
- ☐ \$1,000,001 - \$5,000,000
- ☐ \$5,000,001 - \$25,000,000
- ☐ \$25,000,001 - \$100,000,000
- ☐ Over \$100,000,000
- ☒ Decline to Disclose
- ☐ Not Applicable

Aggregate Net Asset Value Range

- ☐ No Aggregate Net Asset Value
- ☐ \$1 - \$5,000,000
- ☐ \$5,000,001 - \$25,000,000
- ☐ \$25,000,001 - \$50,000,000
- ☐ \$50,000,001 - \$100,000,000
- ☐ Over \$100,000,000
- ☐ Decline to Disclose
- ☐ Not Applicable

6. Federal Exemption(s) and Exclusion(s) Claimed (select all that apply)

- ☐ Rule 504(b)(1) (not (i), (ii) or (iii))
- ☐ Rule 504 (b)(1)(i)
- ☐ Rule 504 (b)(1)(ii)
- ☐ Rule 504 (b)(1)(iii)
- ☐ Rule 505
- ☒ Rule 506
- ☐ Securities Act Section 4(6)
- ☐ Investment Company Act Section 3(c)

7. Type of Filing

- ☒ New Notice Date of First Sale ☐ First Sale Yet to Occur
- ☐ Amendment

8. Duration of Offering

Does the Issuer intend this offering to last more than one year? ☐ Yes ☒ No

9. Type(s) of Securities Offered (select all that apply)

- ☐ Pooled Investment Fund Interests
- ☒ Equity
- ☐ Tenant-in-Common Securities
- ☐ Debt
- ☐ Mineral Property Securities
- ☐ Option, Warrant or Other Right to Acquire Another Security

☐ Security to be Acquired
Upon Exercise of Option,
Warrant or Other Right to
Acquire Security

☐ Other (describe)

10. Business Combination Transaction

Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer?

☐ Yes ☒ No

Clarification of Response (if Necessary)

11. Minimum Investment

Minimum investment accepted from any outside investor \$ USD

12. Sales Compensation

Recipient

Recipient CRD Number

☒ None

(Associated) Broker or Dealer

☒ None

(Associated) Broker or Dealer
CRD Number

☒ None

Street Address 1

Street Address 2

City

State/Province/Country

ZIP/Postal Code

State(s) of Solicitation

☐ All States

13. Offering and Sales Amounts

Total Offering Amount \$ USD ☒ Indefinite

Total Amount Sold \$ USD

Total Remaining to be Sold \$ USD ☒ Indefinite

Clarification of Response (if Necessary)

14. Investors

☐ Select if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, Number of such non-accredited investors who already have invested in the offering

Regardless of whether securities in the offering have been or may be sold to persons who do not qualify as accredited investors, enter the total number of investors who already have invested in the offering:

15. Sales Commissions & Finders' Fees Expenses

Provide separately the amounts of sales commissions and finders' fees expenses, if any. If the amount of an expenditure is not known, provide an estimate and check the box next to the amount.

Sales Commissions \$ USD ☐ Estimate

Finders' Fees \$ USD ☐ Estimate

Clarification of Response (if Necessary)

16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$ USD ☐ Estimate

Clarification of Response (if Necessary)

Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and clicking SUBMIT below to file this notice.

Terms of Submission

In submitting this notice, each Issuer named above is:

- Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, the information furnished to offerees.
- Irrevocably appointing each of the Secretary of the SEC and, the Securities Administrator or other legally designated officer of the State in which the Issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against it in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes, or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.
- Certifying that the Issuer is not disqualified from relying on any Regulation D exemption it has identified in Item 6 above for one of the reasons stated in Rule 505(b)(2)(iii).

Each Issuer identified above has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

For signature, type in the signer's name or other letters or characters adopted or authorized as the signer's signature.

Issuer	Signature	Name of Signer	Title	Date
Searchmedia Holdings Ltd	/s/ Peter W.H. Tan	Peter W.H. Tan	Chief Executive Officer	2012-08-23