

# SECURITIES AND EXCHANGE COMMISSION

## FORM 3

Filing Date: **2009-01-26** | Period of Report: **2009-01-16**  
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### REPORTING OWNER

#### ZHANG SIMON

CIK: **1448509**

Type: **3** | Act: **34** | File No.: **000-52933** | Film No.: **09546328**

#### Mailing Address

ROOM 2929-31, NANGUANG  
JIEJIA  
BUILDG. #3037, SHEN  
SOUTH-MID ROAD  
FUTIAN DISTRICT, GUANG  
DONG F4 00000

#### Business Address

86-755-2601-8046

### ISSUER

#### NIVS IntelliMedia Technology Group, Inc.

CIK: **1403795** | IRS No.: **208057809** | State of Incorporation: **DE** | Fiscal Year End: **1231**

SIC: **3651** Household audio & video equipment

#### Mailing Address

NIVS INDUSTRY PARK,  
SHUIKOU, HUIZHOU,  
GUANGDONG F4 516006

#### Business Address

NIVS INDUSTRY PARK,  
SHUIKOU, HUIZHOU,  
GUANGDONG F4 516006  
86-752-2323616

**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

1. Name and Address of Reporting Person <u>ZHANG SIMON</u> (Last) (First) (Middle) C/O NIVS INTELLIMEDIA TECH GROUP, INC., NIVS INDUSTRY PK, NO. 29-31, SHUIKOU RD (Street) HUIZHOU, GUANGDONG, F4 516006 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 01/16/2009	3. Issuer Name and Ticker or Trading Symbol <u>NIVS IntelliMedia Technology Group, Inc. [NONE]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) ___ Director ___ 10% Owner <u>X</u> Officer (give title below) ___ Other (specify below) <u>Interim CFO and Secretary</u>	5. If Amendment, Date Original Filed (Month/Day/Year)
		6. Individual or Joint/Group Filing (Check applicable line) <u>X</u> 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)
NO SECURITIES ARE BENEFICIALLY OWNED	0	D	

**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 Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

**Signatures**

/s/ Simon Zhang

\*\* Signature of Reporting Person

01/24/2009

Date

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

\* 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).

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

**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 Number.**