

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 91017 / January 29, 2021

Admin. Proc. File No. 3-19443

In the Matter of

INNOCOM TECHNOLOGY HOLDINGS, INC.,
THE PULSE BEVERAGE CORPORATION, AND
YSTRATEGIES CORP.

ORDER TO SHOW CAUSE AS TO INNOCOM TECHNOLOGY HOLDINGS, INC.

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on September 12, 2019, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against Innocom Technology Holdings, Inc. (“Respondent”).¹

On October 22, 2019, the Division of Enforcement filed a motion for an order entering a default against Respondent and revoking the registration of its securities. The motion included a Declaration of Charles Davis, which stated that, pursuant to Rule 141(a)(2)(ii) of the Commission’s Rules of Practice,² service of the OIP was made by mail on Respondent in Hong Kong on September 14, 2019. Although the declaration did not state what steps the Division had taken to ensure that there was valid service of the OIP on Respondent in Hong Kong, and the

¹ *Innocom Tech. Holdings, Inc.*, Exchange Act Release No. 86952, 2019 WL 6118146 (Sept. 12, 2019). The OIP also instituted proceedings against The Pulse Beverage Corporation and Ystrategies Corp. The Commission previously issued an order to show cause as to The Pulse Beverage Corporation and determined the proceeding against Ystrategies Corp. *Innocom Tech. Holdings, Inc.*, Exchange Act Release No. 90448, 2020 WL 6797343 (Nov. 18, 2020); *Innocom Tech. Holdings, Inc.*, Exchange Act Release No. 87654, 2019 WL 6528961 (Dec. 3, 2019).

² 17 C.F.R. § 201.141(a)(2)(ii).

Division did not respond to our November 18, 2020 order seeking supplemental information on service,³ we have independently determined that service by mail to Respondent was permissible.⁴

As stated in the OIP, Respondent's answer was required to be filed within ten days of service of the OIP.⁵ As of the date of this order, Respondent has not filed an answer. The prehearing conference and the hearing are thus continued indefinitely.

Accordingly, Respondent is ORDERED to SHOW CAUSE by February 12, 2021, why the registration of its securities should not be revoked by default due to its failure to file an answer and to otherwise defend this proceeding. When a party defaults, the allegations in the OIP will be deemed to be true and the Commission may determine the proceeding against that party upon consideration of the record without holding a public hearing.

If Respondent fails to respond to this order to show cause, it may be deemed in default, the proceeding may be determined against it, and its securities may be revoked.⁶ Upon review of the filings in response to this order, the Commission will either direct further proceedings by subsequent order or issue a final order resolving the matter.

The parties' attention is called to the Commission's March 18, 2020 order regarding the filing and service of papers and stating that pending further order of the Commission parties to the extent possible shall submit all filings electronically at apfilings@sec.gov.⁷

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Vanessa A. Countryman
Secretary

³ *Innocom Tech. Holdings, Inc.*, 2020 WL 6797343, at *1 n.3.

⁴ 17 C.F.R. § 201.141(a)(2)(ii), (iv); *see TracFone Wireless, Inc. v. Unlimited PCS, Inc.*, 279 F.R.D. 626, 630-31 (S.D. Fla. 2012) (collecting cases holding service by mail to Hong Kong is permissible).

⁵ Rules of Practice 151(a), 160(b), 220(b), 17 C.F.R. §§ 201.151(a), .160(b), .220(b).

⁶ Rules of Practice 155, 180, 17 C.F.R. § 201.155, .180; *see Innocom Tech. Holdings, Inc.*, 2019 WL 6118146, at *3 ("If Respondents fail to file the directed Answers, . . . [they] may be deemed in default and the proceedings may be determined against them . . .").

⁷ *See Pending Administrative Proceedings*, Exchange Act Release No. 88415, 2020 WL 1322001 (Mar. 18, 2020), <https://www.sec.gov/litigation/opinions/2020/33-10767.pdf>.