

UNITED STATES OF AMERICA  
before the  
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934  
Release No. 77219 / February 24, 2016

Admin. Proc. File No. 3-16962

In the Matter of

EQUITY VENTURES GROUP, INC., and  
GAMES ON DEMAND INTERNATIONAL, INC.  
(A/K/A FIRMWARE TECHNOLOGIES INC.)

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by Equity Ventures Group, Inc., or Games on Demand International, Inc. (a/k/a Firmware Technologies Inc.), and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,<sup>1</sup> that the initial decision of the administrative law judge has become the final decision of the Commission with respect to Equity Ventures Group, Inc., and Games on Demand International, Inc. (a/k/a Firmware Technologies Inc.).<sup>2</sup> The order contained in that decision is hereby declared effective. The initial decision ordered that, pursuant to Section 12(j) of the Securities Exchange Act of 1934, the registrations of each class of registered securities of Equity Ventures Group, Inc., and Games on Demand International, Inc. (a/k/a Firmware Technologies Inc.), are hereby revoked.

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

Brent J. Fields  
Secretary

<sup>1</sup> 17 C.F.R. § 201.360(d).

<sup>2</sup> *Equity Ventures Grp., Inc., and Games on Demand Int'l, Inc. (a/k/a Firmware Technologies Inc.)*, Initial Decision Release No. 938 (Jan. 4, 2016), 113 SEC Docket 04, 2015 WL 26050. The Central Index Key numbers are: 1298327 for Equity Ventures Group, Inc.; and 1324637 for Games on Demand International, Inc. (a/k/a Firmware Technologies Inc.).