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INNOVATION HOLDINGS  
Form 8-K  
April 26, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): April 23, 2004

INNOVATION HOLDINGS, INC.  
(Exact name of Registrant as specified in its charter)

Nevada (State or other jurisdiction of incorporation)	000-2777 (Commission File Number)	91-1923510 (I.R.S. Employer Identification No.)
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14622 Ventura Blvd., Suite 1046, Sherman Oaks, CA (Address of principal executive offices)	91405 (Zip Code)
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Registrant's telephone number, including area code: (818) 426-8734

Exhibit Index appears on page -2-  
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Item 5. Other Events.  
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On April 23, 2004, Innovation Holdings, Inc., a Nevada corporation, effectuated a 1-for-500 reverse stock split in order to foster shareholder value and to allow it to move forward with its efforts to acquire several target entities. In connection with the reverse stock split, the Company's trading symbol was changed by NASDAQ from "INOV" to "IVHO" and the Company began trading under the new symbol effective immediately.

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The Company also announced it had entered into an exclusive marketing rights agreement with CrossGel, Inc., a privately held Utah corporation ("CrossGel"), pursuant to which IVHO would create and provide all media and marketing for CrossGel and, if successful, engage in further discussions to acquire the proprietary rights to the entire ergonomic technology which forms the basis of the CrossGel product line.

Consummation of any prospective merger would be subject to certain additional items including completion of a successful marketing plan, negotiation of a mutually acceptable agreement including, among other things, approval of the merger and other related approvals by both the shareholders and boards of directors of both CrossGel and IVHO.

A copy of the press release issued by IVHO on April 26, 2004 is attached hereto as Exhibit 99.1 and is hereby incorporated by reference.

Item 7. Financial Statements and Exhibits

(a) Press Release, dated April 26, 2004, by IVHO.

EXHIBIT INDEX

Exhibit

No.	Description
99.1	Press Release, dated April 26, 2004, by IVHO.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

INNOVATION HOLDINGS, INC.

Date: April 26, 2004

/s/ Robert Blagman

Name: Robert Blagman  
Title: Chief Executive Officer