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KETCH BRAD
Form 3
March 03, 2003

OMB APPROVAL

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 3

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

(Print of Type Responses)

1. Name and Address of Reporting Person*

Ketch Brad

(Last) (First) (Middle)

5920 Friars Road, Suite 104

(Street)

San Diego CA 92108

(City) (State) (Zip)

2. Date of Event Requiring Statement (Month/Day/Year)

December 2, 2002

3. I.R.S. Identification Number of Reporting Person, if an entity (voluntary)

4. Issuer Name and Ticker or Trading Symbol

New Visual Corporation (NVEI)

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

President & CEO

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6. If Amendment, Date of Original (Month/Day/Year)

7. Individual or Joint/Group Filing (Check Applicable line)

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 (Instr.)
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FORM 3 (continued)

Table II -- Derivative Securities Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

3. Title and Amount of Securities

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		Underlying Derivative Security (Instr. 4)	Amount or Number of Shares	4. Conversion or Exercise Price of Derivative Security
	Date Exercisable	Expiration Date	Title		
Stock Option (Right to Buy)	3/22/02	3/22/12	Common Stock	50,000	\$1.02
Stock Option (Right to Buy)	(1)	7/01/12	Common Stock	405,000	\$1.09
Stock Option (Right to Buy)	(2)	12/03/12	Common Stock	1,500,000	\$0.64

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

Explanation of Responses:

- (1) The options vest as follows: 105,000 vested 7/1/02; 37,500 vest on 5/31/03 and at the end of each quarter thereafter until 2/28/05.
- (2) The options vest as follows: 125,000 each quarter commencing 3/01/03 and ending 12/01/05.

/s/ Brad Ketch

February 26, 2003

 **Signature of Reporting Person
 Brad Ketch

 Date

* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

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** 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.